

PASADENA-TOURNAMENT OF ROSES

New Year's Number-Pasadena  
Evening Post-1925

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# TOURNAMENT of ROSES

Pasadena  
California  
1925



New Year's Number PASADENA EVENING POST

KC24  
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## PASADENA

A CITY of beautiful homes and of people who admire beauty. For many years Pasadena has been noted for its beautiful homes and now, in 1924, after a fifty-one per cent increase in population since 1920, Pasadena not only still retains its old ideals but has progressed with the times and has provided for the comfort of its citizens. In a year of drought Pasadena has utilized its new power plant to contribute to the needs of adjoining communities. The City has inaugurated a vigorous campaign to secure an additional water supply which in course of time will be available for a growing territory.

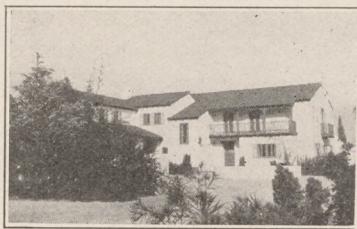
During the past year improvements have been built which provide necessary sewer facilities, a new disposal works and a new incinerator.

Additional funds will be spent for the Fire and Police Departments, and the City hopes to maintain its enviable record in having secured the Thomas H. Ince trophy for the fewest fires per capita on the Pacific Coast for three years in succession.

In the matter of public buildings, the schools in the City are being fast augmented, and bear out the reputation of California for the most beautiful school buildings in the country.

City Planning has assumed a concrete form, and with the nucleus of a new Central Library, City Hall and Auditorium, involving an expenditure of \$3,500,000, each upon a site befitting the building to be erected, the City points with pride to its progress along modern architectural lines.

Beautiful homes are not inconsistent with a progressive spirit and Pasadena will not rest on its laurels but will provide in advance for the needs of the citizens to come.

Pasadena  
Centennial Room

# PRACTICAL ADVICE



We believe the greatest service we could render a prospective Pasadena resident would be to advise him as to PASADENA REAL ESTATE VALUES.

39009 23643352

Our success is the result of many years of dependable, reliable service.

At your request, we will gladly furnish a complete list containing descriptions and photographs of residences either for rent or for sale.

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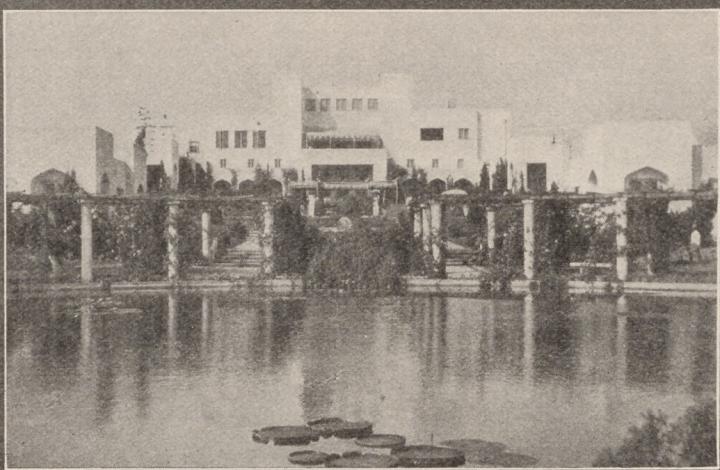
R. R. Sutton, Mgr.

## Howard Motor Company

267 West Colorado Street  
Pasadena



When Better Motor Cars Are  
Built Buick Will Build Them

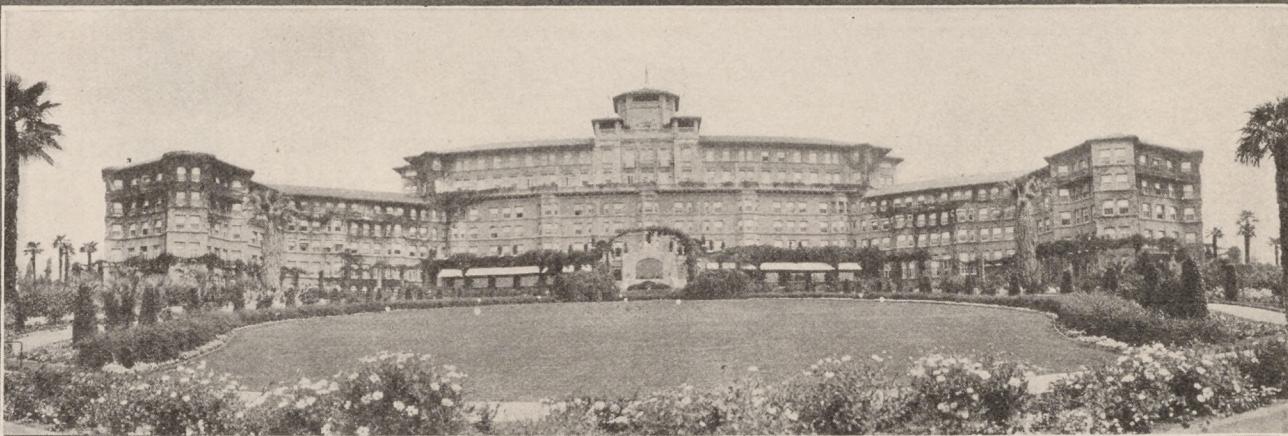


Samarkand Hotel - Santa Barbara Cal.

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DIRECTION - D.M. Linnard.*



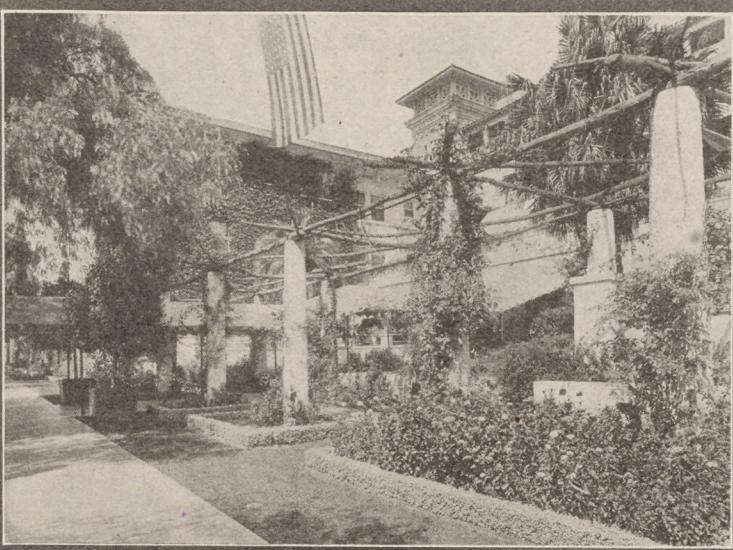
Huntington Hotel & Bungalows - Pasadena Cal.



El Encanto Hotel & Bungalows - Santa Barbara Cal.



Hotel Vista del Arroyo & Bungalows - Pasadena Cal.



Maryland Hotel & Bungalows - Pasadena Cal.



The Whitcomb Hotel - San Francisco Cal.



The Winthrop Hotel - Tacoma Wash.

## WORLD FAMOUS LINNARD HOTELS

Wherever your fancy leads you in the domain of sunshine and flowers - to the myriad charms of Pasadena, to the salt breezes of Santa Barbara, to the countless diversions of San Francisco or the scenic wonders of Tacoma. There you will find the unexcelled Linnard Hotels.

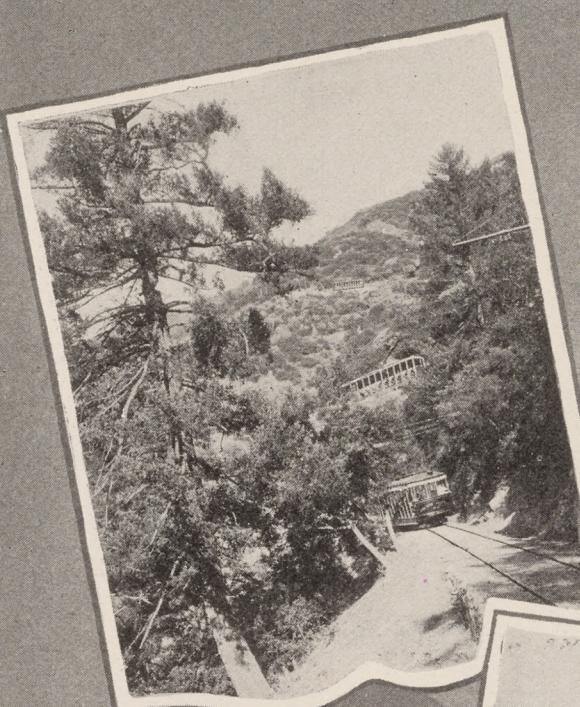
Rates and reservations for all Linnard Hotels may be had from the Manager of any one of the group.

DIRECTION - D.M. Linnard.



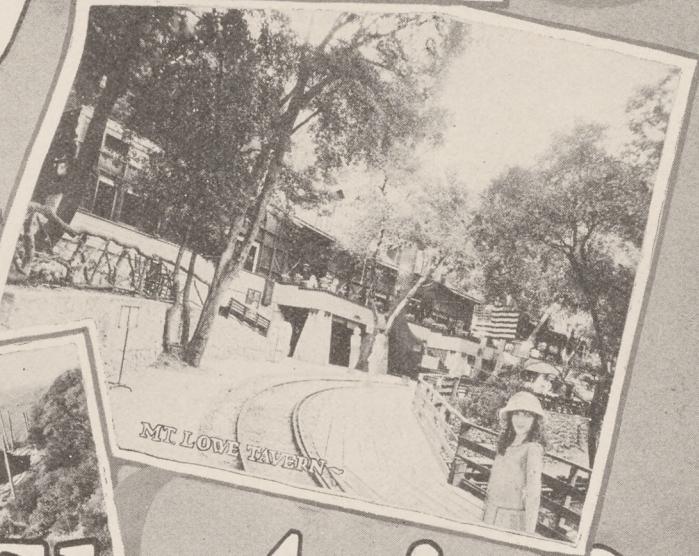
The Fairmont Hotel - San Francisco Cal.

# Mount LOWE



A Two Hour Scenic Trip  
Five trains daily from  
**Main Street Station**  
**Los Angeles**  
8~9~10 AM      1<sup>30</sup>~4 PM  
Round Trip Fare **\$2.50**  
from Pasadena ~ **2<sup>10</sup>**

all  
the  
way  
via



# Pacific Electricity



THE HOTEL THAT  
MADE PASADENA FAMOUS

## HOTEL RAYMOND

THE location of The Raymond at the summit of Raymond Hill, in a park of eighty acres, with a beautiful outlook on valley and mountains, is not surpassed anywhere. The grounds include a picturesque nine-hole golf course, which is the delight of golfers. With its charming situation, its perfect service, its accessibility to every point of interest, while affording quiet and privacy to those who seek them, The Raymond offers many attractions to its guests.

OPENING DATE—DECEMBER 27, 1924

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of modes for all  
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CORONADO  
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*At the Peak*

# **6 $\frac{2}{3}$ %** **"for Life"**

## *How?*

By purchasing Cumulative Preferred Stock of Los Angeles Gas and Electric Corporation. The price is \$90 per share, yielding the investor 6 2/3%. "L. A. Gas" Preferred can be purchased outright for cash, in which case it at once starts your savings profitably and safely to earning an income for you; or on the easy payment plan of \$5 per share per month, by which you enter upon a course of systematic saving-investment. By either plan—cash purchase or the easy payment plan—you build up an estate that will at once begin to add to your income by interest and dividend checks.

## *Is It Safe?*

Yes. Los Angeles Gas and Electric Corporation serves gas or electricity or both to more than 1,300,000 people in one of the most prosperous communities in the world. The organization is soundly managed, and has paid dividends without a single failure for more than 30 years.

## *Is It Easy?*

Again, yes. The hardest thing about saving money is to get the habit of putting aside the money to be saved FIRST, before it has all been spent in other ways. That is just what the easy payment plan does—provides a system that encourages REGULAR, PERSISTENT saving, which is the kind of saving that leads to prosperity and success.

## *Why "For Life?"*

Because "L. A. Gas" Preferred is a safe, un-callable stock, which will not "mature" and force you to seek some other investment for your funds at some future time when conditions may not be so favorable for the buyer of securities. On the other hand, the Stock is listed on the Los Angeles and San Francisco Stock Exchanges, which provides a market in case you should ever desire to sell.

*Call, Write or Telephone*

### **Los Angeles Gas and Electric Corporation**

Los Angeles, California

Faber 5300

PASADENA OFFICE:

64 North Raymond Avenue

Fair Oaks 7400

# **Catalina**



## *"The Memory Lingers"*

*All the scenic glories of Southern California are summed up in the beautiful mountains, sea and sky of Catalina, the Magic Isle.*

*Twenty-five miles out in the blue Pacific from Los Angeles Harbor, reached in two hours by palatial pleasure craft: the million-dollar steamships "Catalina" and "Avalon," with orchestra for dancing.*

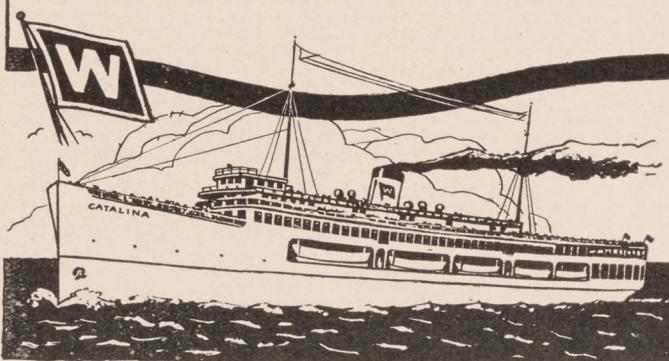
*The trip leaves Sixth and Main Station by special Pacific Electric trains at 9:00 a. m. daily, direct to the steamer sailing at 10:00 a. m. daily. Through trains from Pasadena—Colorado and Broadway—several times each week, via Pacific Electric Railway.*

*Famous glass-bottom boats showing submarine gardens; sight-seeing boat and auto trips; riding, hiking, fishing, golf, tennis, dancing—every diversion at Catalina. Ask about Special Excursions.*

### **CATALINA TICKET OFFICES:**

Sixth and Main Streets, Los Angeles—Phone Trinity 2961. Colorado and Broadway, Pasadena—Fair Oaks 46.

### **IN ALL THE WORLD NO TRIP LIKE THIS**



**Siebrecht's House of Flowers—Pasadena.**

# The House that God Built

All the fairy tales of the Magic Carpet and Aladdin's Lamp pale beside the modern story of this good woman's desires: First, for a home in which to shelter her own two children; next, for a home in which to shelter her thousands of spiritual children who flock to her from all parts of the earth—now magically built in answer to prayer and faith, with her life-long consecration and sacrifice.

1100 GLENDALE  
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EDENDALE CAR

AIMEE SEMPLE MCPHERSON  
PASTOR-EVANGELIST

## The Beautiful Angelus Temple at Echo Park, Los Angeles, California

And its Lady Revivalist-Pastor, Aimee Semple McPherson

People from all parts of the world come to hear this young Evangelist in her own Angelus Temple. They first heard her "Back East," "Up North," "Down South" when she made her revival tours from coast to coast and around the world.

Thirty-two years of age, of Wesleyan Methodist parentage, born on a farm in the County of Oxford, near Ingersoll, Ontario, Canada, this little woman, who was trained to weather the blasts of Canadian winters, has had a career which today is acknowledged as one of the most unique in modern religious history. After many years spent in constant travel from coast to coast and around the world as Missionary-Evangelist, she drove with her two children and mother from New York to Los Angeles, preaching in the towns, camping by the wayside, ever confident that she was being sent on a mission for Eternal God.

But a few years have elapsed and today her dreams have been realized, the building of Angelus Temple has crowned a life of consecrated service and faith. The weekly average attendance is 40,000 to 50,000. The Angelus Temple is one of the points of interest in beautiful Los Angeles, has the largest unsupported concrete dome in America, 5300 seats which are free and open to the public. As the sunshine and beauty of Los Angeles attracts to itself people from all over the world, so does the charm and magnetism of Aimee Semple McPherson draw to herself throngs which are phenomenal.

Fairly effervescent with true Christian enthusiasm, she holds one entranced through her intensely interesting and unusual service. Here, indeed, is something different. Seated in perfect comfort in one of the 5300 spacious seats in this imposing temple, a feeling of peace and comfort and the ever-present glory of the living God creeps over one and a new, greater, finer meaning is revealed—"God's In His Heaven, All's Right With the World."

This church is never closed. Efforts are made to reach the 12,000 daily arrivals in Los Angeles. Cards of invitation, reserved seats, smiles, hand-shakes are the order of the day. You will be welcome when you visit Los Angeles. Situated at Echo Park, it is ideal in location. Ten minutes from Broadway by Edendale or Hollywood car.

This wonderful Church of the Foursquare Gospel, as it is called, is said to be the largest class-A church in America. Its membership and workers number many thousands. Shortly after its dedication the congregation desiring to send forth to the world the blessing and cheer of this great interdenominational, international revival, donated, without urging, a \$25,000 Radio equipment which was immediately installed. Radio KFSG, a class-A, 500-watt station, is now broadcasting on 278 meters. This radio station is in a class of its own and has no competitor. Like the church, it is an endeavor to spread the Gospel by the sunshine route.

Aimee Semple McPherson, in speaking of the radio, says: "It enables me to preach the Gospel to millions. It has widened the borders of our church to include Canada, Alaska, the West Indies, South America, the South Sea Islands, Australia and the Orient. It carries our message safely over mountain, plain, desert and sea. By it I preach to the prairie wife, the desert dweller, the invalid shut-in, the prisoner in the penitentiary, the sufferer in hospitals and the cliff-dwellers of the cities. It enables me to keep in touch with our mighty congregation throughout the world."

"So great is the success of the radio as an evangelistic force that we have now organized the first Radio Church of the Air that has been known in the world, with a membership of upward of five hundred thousand. We are issuing beautiful, engraved certificates. Think of it! Many of our Radio Church members are invalids who have not been able to attend church for many years. As a member of the Church of the Air, they worship with us with Bible, songbook and prayer. Many, having come to know the power of God, have been raised up to lives of active, Christian service."

It is said that Aimee Semple McPherson comes the nearest to fulfilling the laws of perpetual motion yet known. The many branches of the work, which center around Angelus Temple, but extends to the uttermost parts of the earth, come directly under the personal supervision of herself and her mother, who has been the constant companion, counselor and comforter throughout the years of arduous toil, pressing onward toward the fulfillment of her dreams.

Mrs. McPherson has spoken by pulpit, radio and pen to more people than any living woman. Among the branches of her work is a Publication Department. Many books, written by her pen on the subjects of Divine Healing, Baptism of the Holy Ghost and the Coming of the Lord, augment her splendid monthly magazine, "The Bridal Call Foursquare."

Mrs. McPherson and the Angelus Temple are supporting missionaries in Benares, India; Canada, Greece and various other foreign and home mission fields.

Today, the Temple is celebrating its second anniversary. Delegates and friends are congratulating these two women of God. However, they are not content with the achievements of the past and are now erecting a school building adjoining the Temple, which will cost in the neighborhood of a quarter of a million dollars, for the purpose of religiously educating the young in preparation for Evangelism and Mission work.

# *More than 100 Stores all over the West*



. . . Each one conveniently located . . . each one carrying complete stocks of fresh, clean Accessories, Tires, Supplies and Camping Equipment . . . the same nationally advertised standard quality merchandise at the same pleasingly low prices.

Each "Western Auto" store has been designated Auto Supply Headquarters by the motorists of the city in which the store is located. It is quite natural that these motorists should prefer to trade with a large, responsible concern like "Western Auto," especially when they receive greater values, courteous treatment, intelligent service, and an iron-clad guarantee of satisfaction.

It matters not in which "Western Auto" store the purchase was made—any one of the more than one hundred will make an equitable adjustment on the merchandise if it fails to come up to the customer's expectations. This is a great convenience, especially when traveling.

Visit our store nearest you. Take one of our 128-page catalogues. It will give you an idea of the complete stocks carried in each store, for all makes of cars.

## Western Auto Supply Co.

Main Store ~ 1100 So. Grand Ave.  
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**GLENN ELWOOD SMITH**  
ARCHITECTURAL DESIGNING  
411-412 CENTRAL BUILDING  
PASADENA, CALIF.

MANY OF THE HOMES SHOWN ON  
PAGES OF THIS BOOK UNDER TITLE  
"PASADENA'S BEAUTIFUL HOMES"  
WERE DESIGNED BY THIS OFFICE

**JOHN J. HENNE**  
**Building Materials**

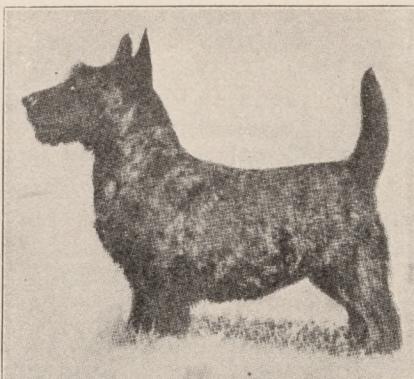
471 South Broadway  
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Tufa Stone	Gravel	Tile
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Prompt Service

**DOGS**

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LAMANDA PARK, PASADENA  
Sales Branch at 7030 Hollywood Boulevard, Hollywood

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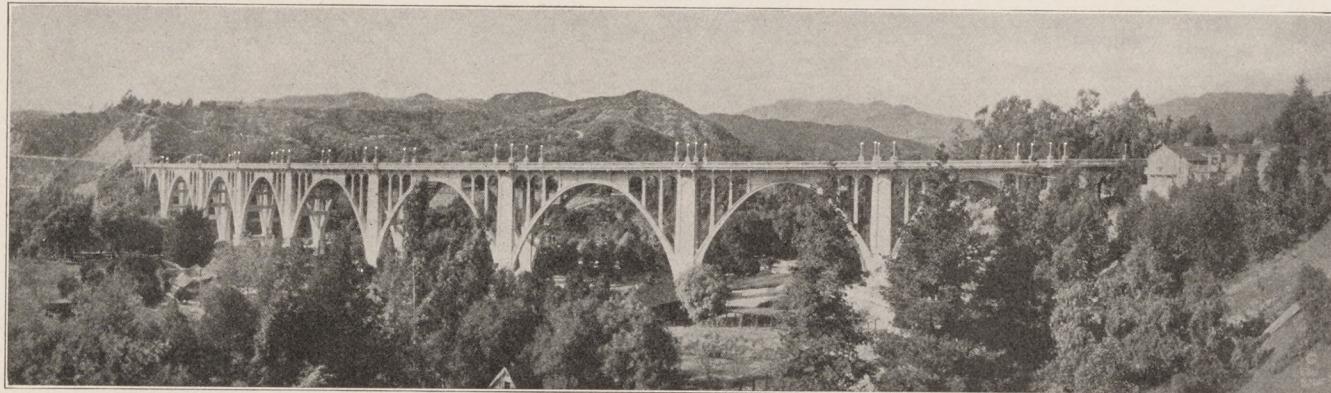
Pasadena, Cal.

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**Siebrecht**—Delivers flowers by wire to all parts of the world.



## *An Invitation*

Q To those who desire outdoor recreation, sunshine and flowers;

Q To those who contemplate a vacation trip, summer or winter;

Q To those who seek an ideal place in which to live;

Q To those who find an inspiration in the pictorial story of this book;

A cordial invitation is extended to come to Pasadena, by the **Chamber of Commerce and Civic Association of Pasadena**, 100 South Raymond Avenue.

Booklet and detailed information on request



PHOTO BY WALTER A. SIMONDS

THE RAYMOND HOTEL (and guests) IN 1887

Buying a home in Pasadena in 1887 had the element of pioneering. The purchaser was, in many ways, taking a chance.

Today the city is developed, and with the development have come trained realtors who make an intensive study of conditions, values and future prospects. This information, which will save the home seeker time, money and risk, is to be had for the asking.

THE FRANK MELINE CO.  
(INCORPORATED)  
REALTORS

26 NORTH EUCLID AVENUE

PHONE FAIR OAKS 6260

# PASADENA

PASADENA CAL.

ING POST  
ARY 1<sup>ST</sup> 1925.

**T**HIRTY-SIX years ago a little group of enthusiastic people, members of the Valley Hunt Club, held the first Tournament of Roses. It was the idea of the late Dr. Charles Frederick Holder. Don Arturo and Mrs. Bandini, representing two interesting Spanish families of early Pasadena, also gave valuable assistance in arranging the outdoor sports upon that first occasion. A parade was held in the morning. At noon luncheon was enjoyed and in the afternoon field events were held. For eight years the Valley Hunt Club sponsored the annual New Year's Day festival. In 1889 the Tournament of Roses Association was formed. In those early days there were no public floats, no magnificent entries from other cities. Private carriages and other conveyances were handsomely decorated with freshly picked flowers from the gardens. Today the New Year's Day pageant is the most wonderful floral festival in the world.

## *Tournaments of the past*

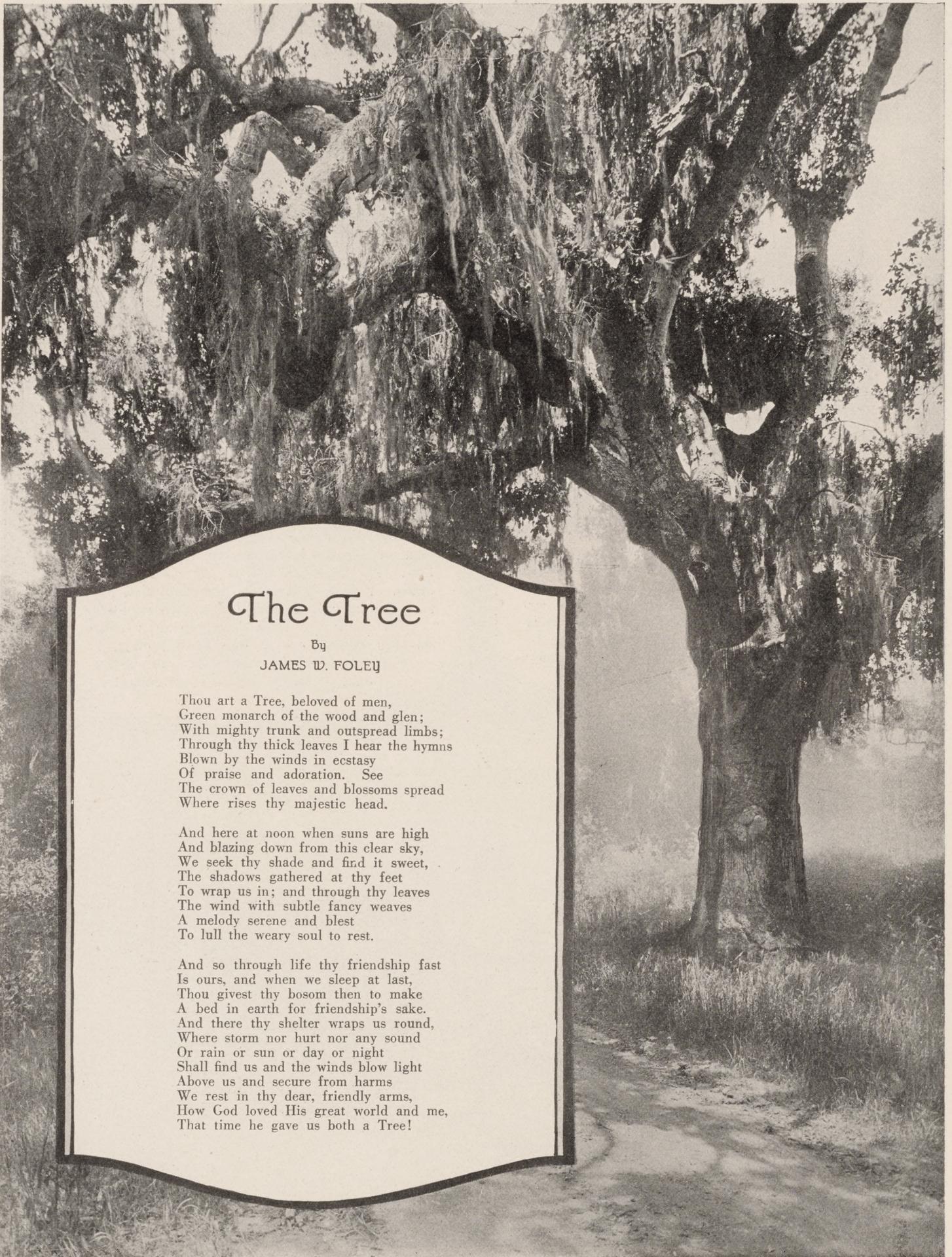
**T**HIS year, for the first time, the Tournament of Roses book which you are reading, was produced entirely in Pasadena. It was printed by the Post Printing and Binding Company, the photographs were taken by F. L. Sanford, the cover design drawn by Kenneth Davis and the color plates and photogravures were made in Pasadena by the Photo-Engravers, Inc.

Thousands of copies of this booklet are mailed away to every part of the world, carrying the story of Pasadena and the Tournament of Roses into homes everywhere. The Tournament of Roses is held annually on New Year's Day. No artificial flowers are used on the floats. It is a spectacle so beautiful that pictures convey only a general idea of its wonders.

The floats are magnificent in their color schemes carried out in flowers and offset to good advantage by backgrounds of the verdant greenery that is so abundant.

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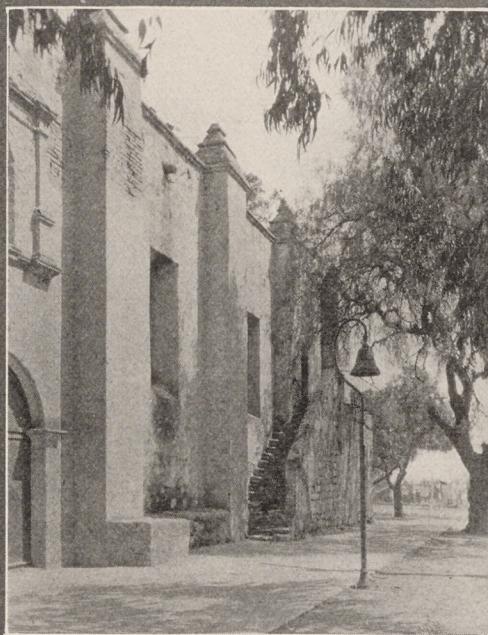
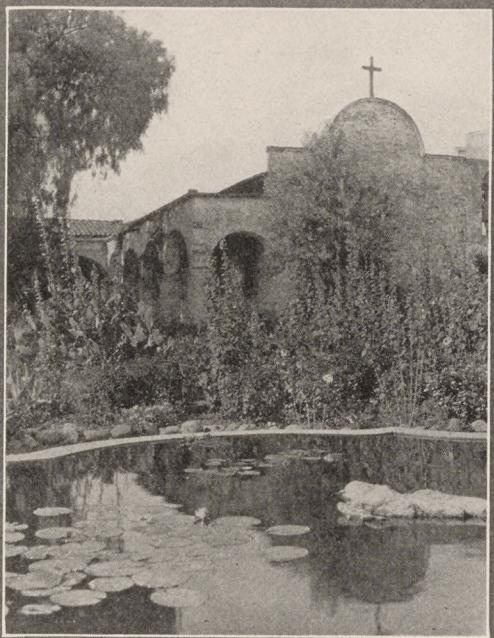
## The Tree

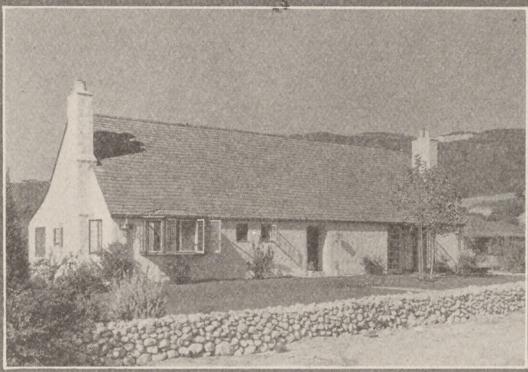
By  
JAMES W. FOLEY

Thou art a Tree, beloved of men,  
Green monarch of the wood and glen;  
With mighty trunk and outspread limbs;  
Through thy thick leaves I hear the hymns  
Blown by the winds in ecstasy  
Of praise and adoration. See  
The crown of leaves and blossoms spread  
Where rises thy majestic head.

And here at noon when suns are high  
And blazing down from this clear sky,  
We seek thy shade and find it sweet,  
The shadows gathered at thy feet  
To wrap us in; and through thy leaves  
The wind with subtle fancy weaves  
A melody serene and blest  
To lull the weary soul to rest.

And so through life thy friendship fast  
Is ours, and when we sleep at last,  
Thou givest thy bosom then to make  
A bed in earth for friendship's sake.  
And there thy shelter wraps us round,  
Where storm nor hurt nor any sound  
Or rain or sun or day or night  
Shall find us and the winds blow light  
Above us and secure from harms  
We rest in thy dear, friendly arms,  
How God loved His great world and me,  
That time he gave us both a Tree!

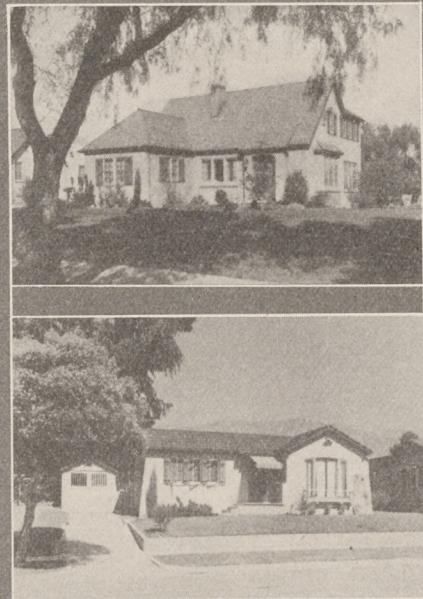


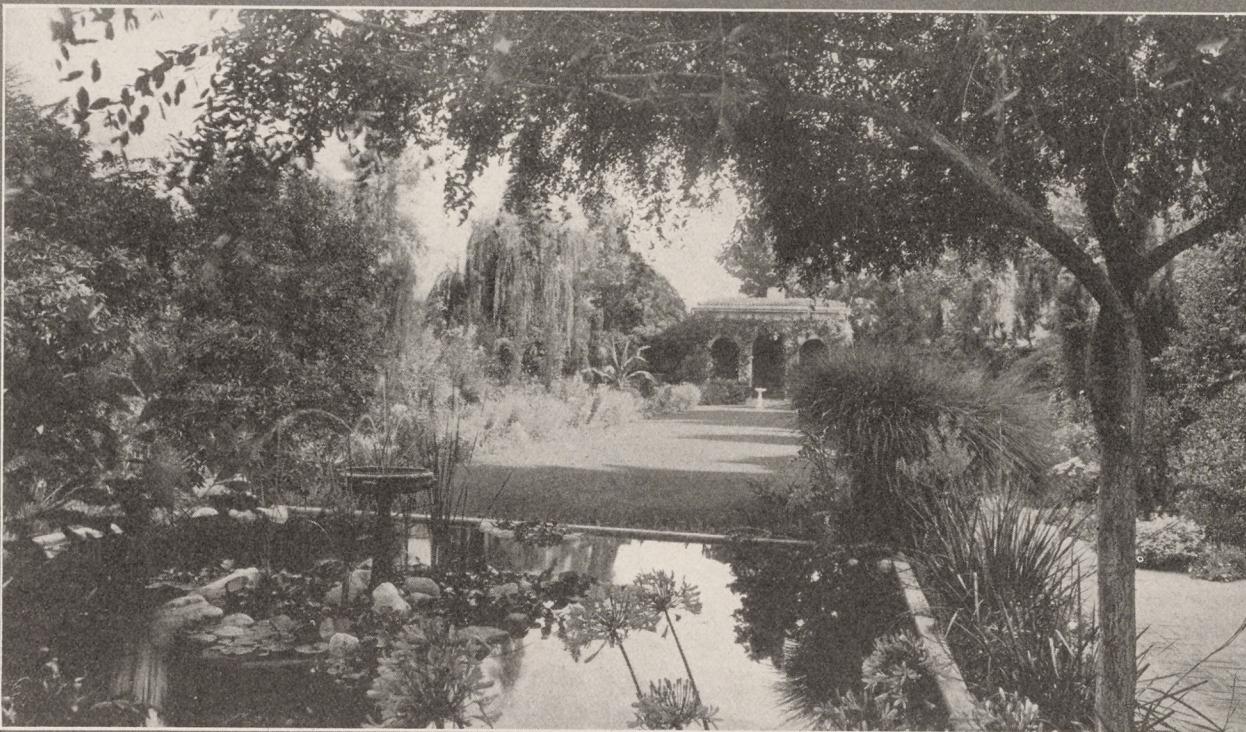
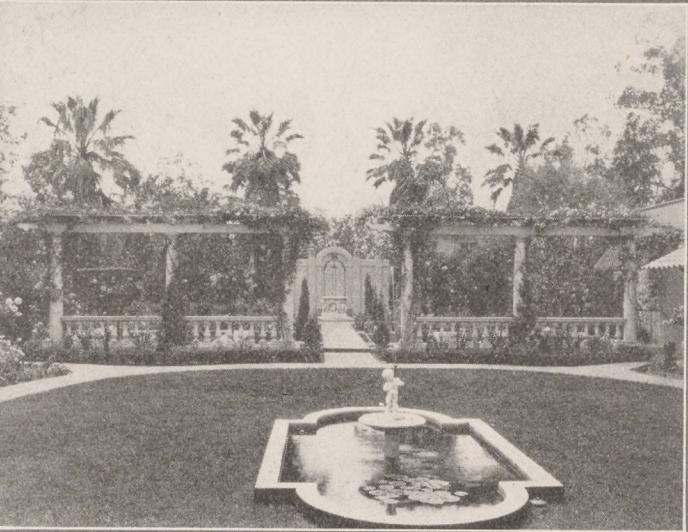


## Pasadena Is Justly Proud of Its Homes

HOSPITALITY radiates from Pasadena's wondrous homes, the lovely cottages, typical bungalows and Latin-type mansions being the pride of the city nestled in the fertile San Gabriel Valley and sheltered by the majestic Sierra Madre Mountains. Velvety green lawns offset the beauty of Pasadena's homes. Pasadena as a home-loving community is reflected in the manner in which its citizens beautify their homes.



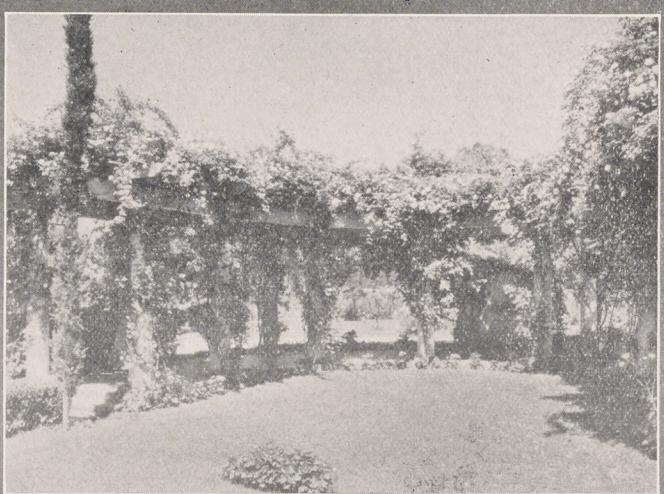
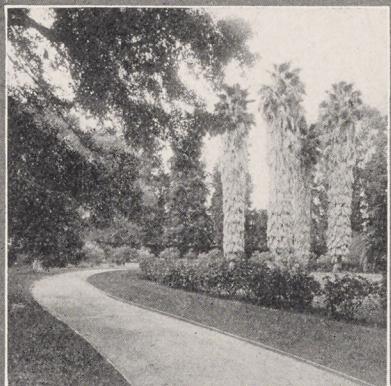


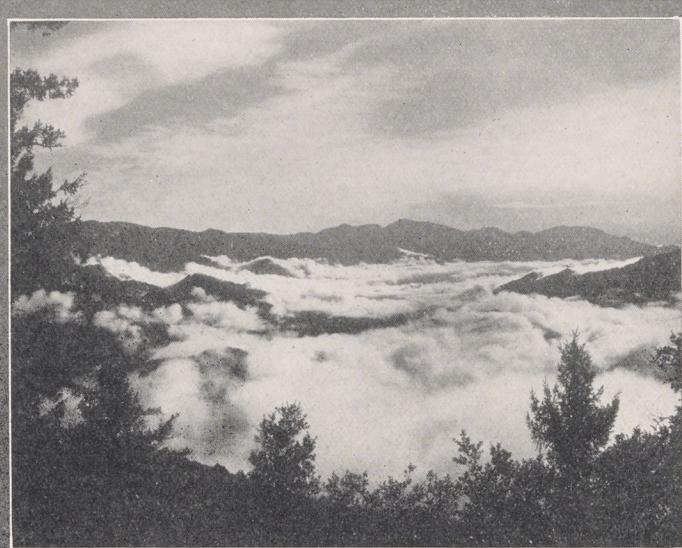


### *Inspiration in Pasadena Gardens*

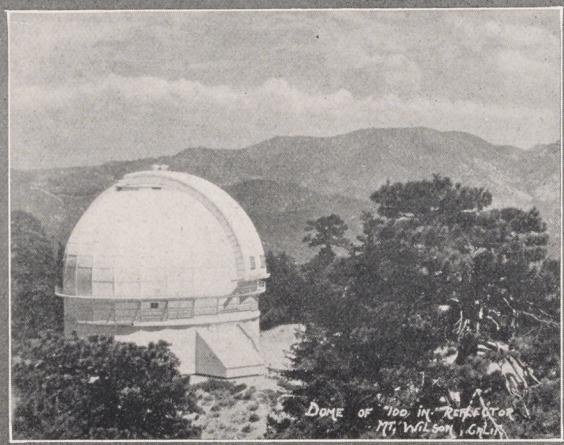
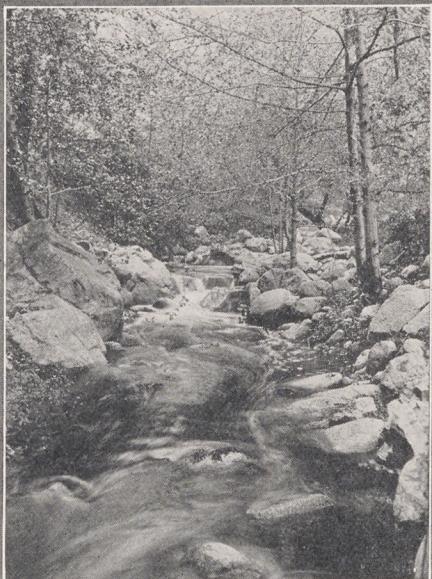
SUN and shadow play in the charming formal gardens of Pasadena homes and the azure of California skies is reflected in placid pools throughout the year. Blooms run riot regardless of season. Old Seville with its sunlit courts and cool patios is suggested by these sequestered garden spots.







**Mt WILSON**  
Where summer meets winter.  
Home of world's largest telescope.



# THE SERVICE CLUBS

CREATING in Pasadena an enthusiastic, virile force which has been productive of outstanding civic attainment, the service clubs of Pasadena, eight in number, have brought together in compact bodies the leading men in business and professional life of the city. Each organization undertakes to accomplish some constructive program making for better citizenship, a respect for the Constitution or the welfare of the youth of the community. Matters of public interest are discussed and acted upon and in every instance where the need of the city is apparent these organizations take a prominent part in securing results which are beneficial to the municipality.

At the head of these service clubs are men of the highest

type of American citizenship with ideals which reflect the character of the personnel of the organizations. In addition to the service clubs there are the Chamber of Commerce and Civic Association, Merchants' Association, Pasadena Athletic and Country Club, fraternal organizations and women's clubs all bending their energies to promote the general welfare of the community and build substantially for the future.



A. B. Wollaber      Robert Casamajor  
President              Secretary



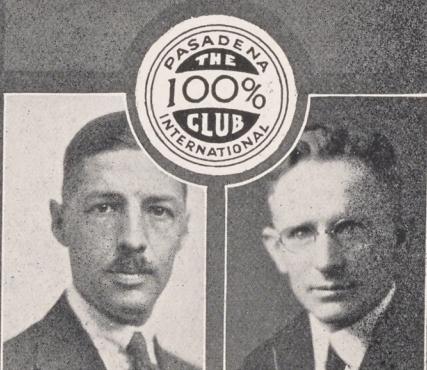
Lawrence M. Jones      D. S. Mulvin  
President              Secretary



Clifford A. Williams      Joseph A. Moore  
President              Secretary



R. D. Davis Jr.      Thornton Hamlin  
President              Secretary



L. D. Wackman      Dr. F. M. Booth  
President              Secretary



Lee Davis      Hardin Hughes  
President              Secretary



Frank B. Guernsey      D. J. O'Grady  
President              Secretary



W. F. Paull      L. W. Rowley  
President              Secretary

*PORTALS  
to*



*Pasadena High School -Administration Bldg.*

*the  
Future*



*George Washington Junior-High School*

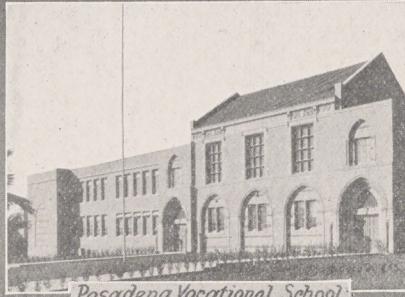


*Wm McKinley School*

**J**N keeping with Pasadena's reputation as a cultural city the public school system has been maintained at a high standard of efficiency. In view of the tremendous increase in school enrollment a most comprehensive program of building has been instituted. Two new Junior High Schools have been built and follow classic lines of architecture. The buildings of the Pasadena High School group are magnificent in their simplicity. Each year, for several years, the largest high school graduating class in the State of California has gone out of the Pasadena High School. Pasadena takes a pride in its public school buildings and in the efficiency of its instructors.



*John Marshall Junior High School*



*Pasadena Vocational School*



1



7



2

**GREAT**ER progress in church building was made in 1924 than in any year in the history of Pasadena. These pictures show some of the new Pasadena churches.

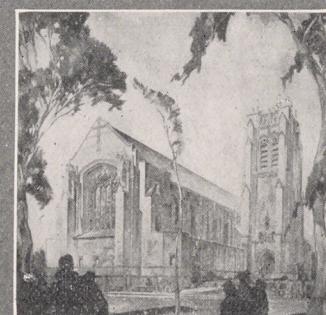


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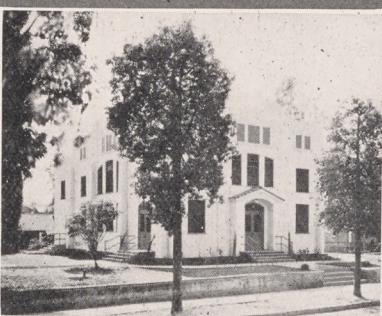


3

1. All Saints Episcopal.
2. Second Church of Christ Scientist.
3. Presbyterian Sunday School.
4. Swedish Evangelical Tabernacle.
5. First Baptist.
6. Saint Elizabeth's.
7. First Methodist.
8. Calvary Baptist.
9. United Presbyterian.
10. Emanuel Methodist.
11. Holliston Ave. M. E.



9



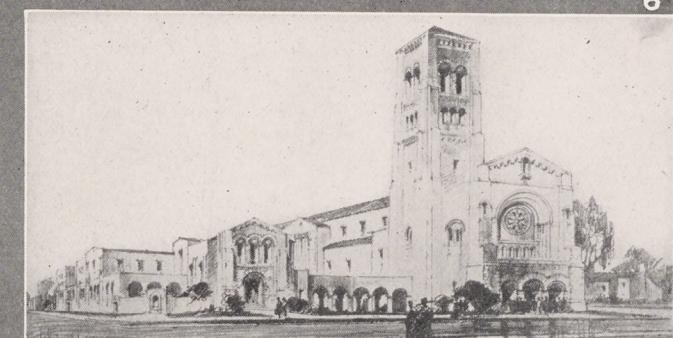
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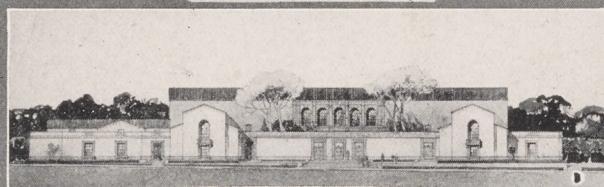


5



11

## PASADENA'S BEAUTIFUL CIVIC CENTER



PASADENA has voted bonds in the sum of \$3,500,000 for the erection of a group of civic buildings, including a city hall, auditorium and public library. Work on these structures will commence immediately, plans having been accepted. The very striking designs which are shown herewith reveal the beauty of the architecture.

### Pasadena's Community Playhouse

THE first publicly owned theatre in America, a glimpse of the interior shown herewith, is being built in Pasadena and will be ready for opening, April 1, 1925. It will represent an investment of \$300,000, contributed by upwards of a thousand citizens who believe in the ideals of educational recreation along dramatic lines, as fostered by the Pasadena Community Playhouse Association.

This is one of the country's unique civic enterprises, being already recognized as leader among the 350 non-commercial little theatres in the United States.

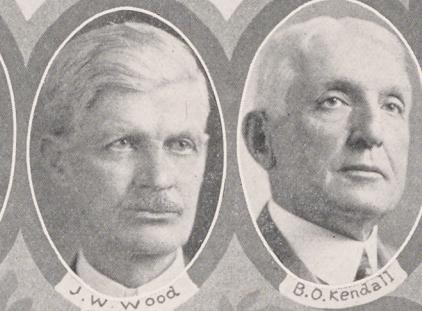


PASADENA is fortunate in being the home of three men of international prominence—Dr. George Ellery Hale, astronomer; Dr. Robert A. Millikan physicist and Henry M. Robinson, financier. Dr Hale made the discovery of hydrogen vortices centering in sun-spots.



DR. MILLIKAN was the first man to isolate the electron, and the Noble prize winner in physics in 1923. Henry M. Robinson is a member of the reparations commission working out the Dawes plan, which is making for the financial stability of the world.

## TOURNAMENT OF ROSES DIRECTORS \*



# Pasadena's Thirty-sixth Annual Tournament of Roses

BREAKING over the majestic Sierra Madre mountains with a dainty roseate hue softly veiled in a delicate mist, Aurora, driving her chariot across the clear California skies, ushered in the 1925 New Year with resplendent glory.

Amidst all the beauty of a wonderful springlike day with azure skies and the warmth of California's golden sun, the thirty-sixth annual Tournament of Roses parade surpassed in magnificence any preceding floral pageant. Never before since the inception of the mid-winter Pasadena floral festival has such a gorgeous parade been seen.

Thousands upon thousands of holiday merrymakers began arriving in Pasadena early in the morning. Over every highway of a road system that is smoothly paved in every direction, the gay throngs came into the festive city.

The portals of the city were thrown wide to welcome the joyous crowds. Every attendance record was broken

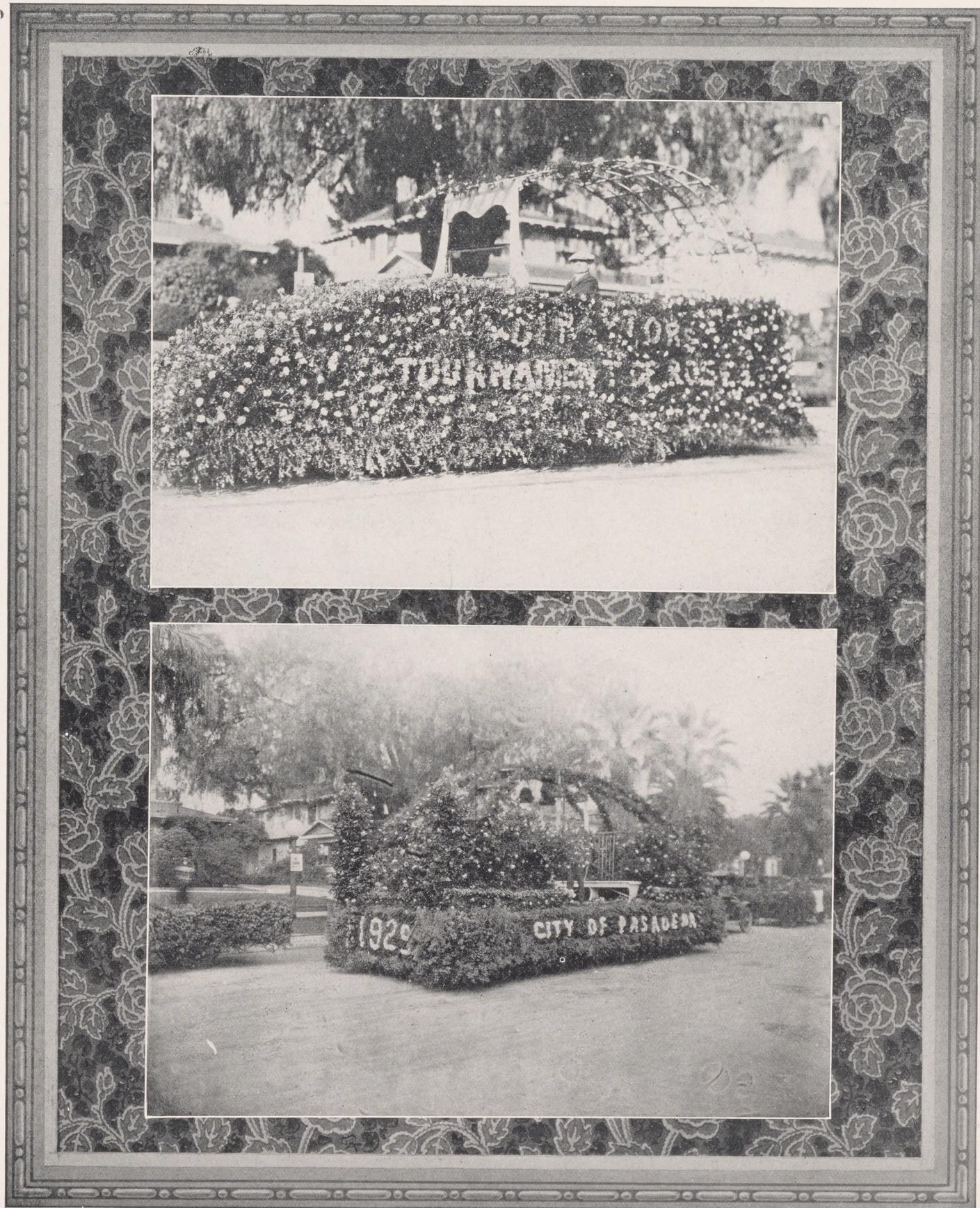
on the 1925 New Year day. Arriving by thousands over the Pacific Electric, which provided special trains from every point touched by the railway, and over the steam roads which run into Pasadena, men, women and children imbued with the carnival spirit of the occasion poured into the city.

Streets of Pasadena were gay with banners, American flags, bunting and symbols of the football teams representing Notre Dame and Stanford. Every electrolier along the line of march was adorned with draped bunting and the standards were covered by graceful palm fronds.

Adding further to the spirit of the festive occasion were the brilliant colors of toy balloons floating lazily in the air. The vari-hued tones of the colorful costumes worn by the women in the huge throng intermingled with the wealth of color furnished by the gorgeous Tournament of Roses floats gave the streets a garish touch which lent



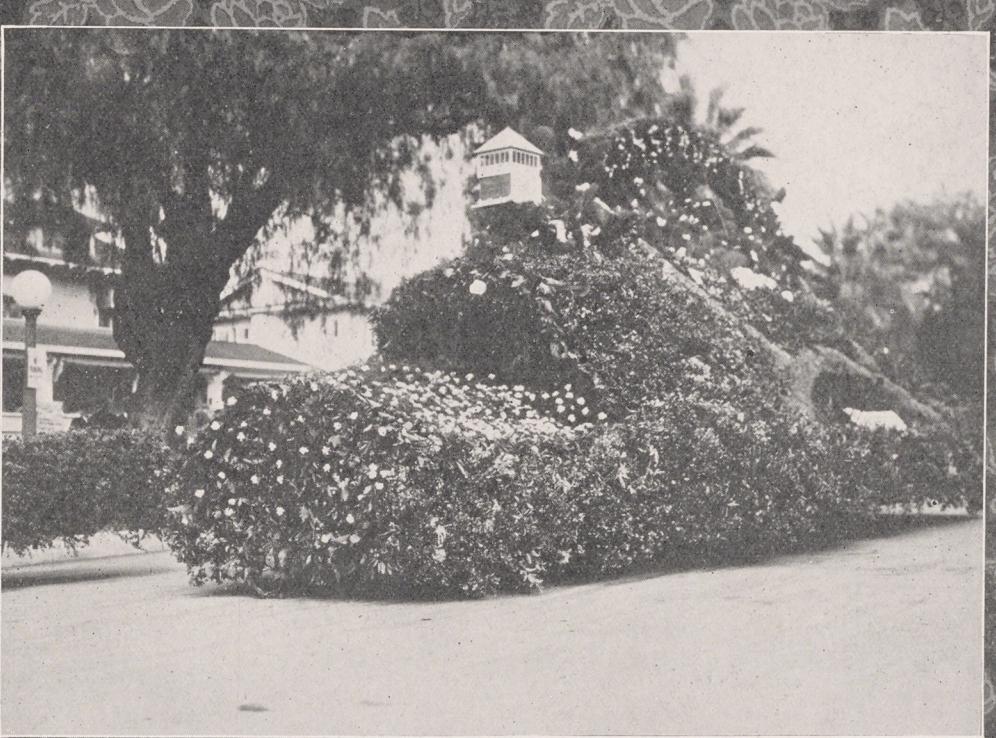
Redondo Beach's great moonstone in flowers proved most effective. Monrovia depicted the birth of the flag. The Pasadena Boy Scout Drum Corps played splendidly and the First Nazarene Church showed the spirit of their work



Rose-covered float of the Directors of the Tournament of Roses Association with its arbor effect and the striking entry of the City of Pasadena which represented the outdoor life of the city as enjoyed throughout the year in this part of the world



Culver City's picturesque float typified the spirit of recreation, beautiful girls forming a large part of the picture. Tujunga showed a great rustic arbor and the Town of Temple depicted the heart of the San Gabriel Valley in smilax and flowers



Magnificent entry of the Lions Club of Pasadena with the emblem of the organization posed in an attitude of defiance. The lower picture is the entry of the Los Angeles County Forest Protective Association depicting the need for conservation and precaution

itself beautifully to the fiesta. And then, as upon all such occasions, there were the shrill whistles and occasional raucous notes from bright-striped horns. Mingling with this spirit of festivity was the odor of popcorn and the hot-dog stands and the cries of the vendors.

It is estimated that close to a half million persons were gathered in Pasadena to witness the most magnificent Tournament of Roses parade that has ever been staged. Of this immense crowd 55,000 attended the Notre Dame-Stanford football game in the Rose Bowl in the Arroyo Seco.

Proving a revelation to the thousands of persons who

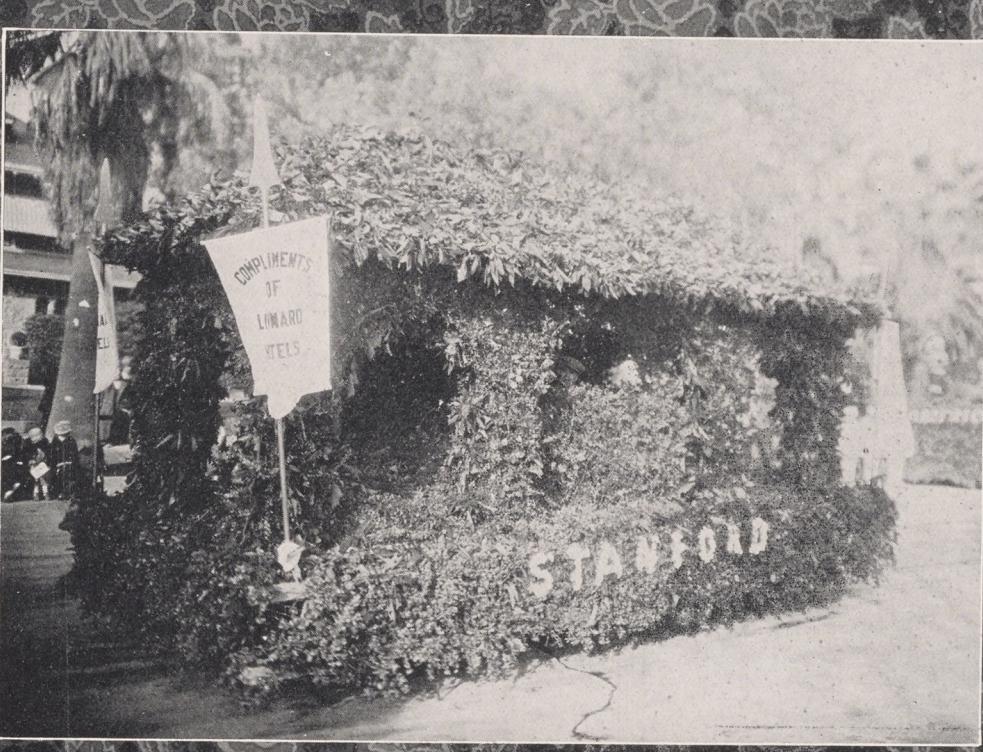
formed a solid bank of humanity along the five miles of line of march, the floats were surpassingly beautiful and elegant.

Angelus Temple of Echo Park, Los Angeles, carried off the honors of the day, winning the first sweepstakes prize with its entry typifying the broadcasting of the gospel to the world. The design was worked out in a solid mass of Russell roses.

Exemplifying the spirit of radio, the entry made by the Angelus Temple had as its feature a tower made of snow-white flowers surmounted by antennae spreading the



At the top is shown a front view of the Knights of Columbus entry in the Tournament parade. Below is Monrovia's conception in flowers of the creation of the American flag and the decorated automobile of the Pasadena Board of City Directors.



Notre Dame's float entered by the Linnard Hotels depicted the first building of the University, a log cabin chapel, built in South Bend, Indiana. The Stanford entry depicted the archways to the Stanford campus at Palo Alto

gospel to the world. The float was a creation of real artistry, the white tower standing out in bold relief against the lovely Russell roses.

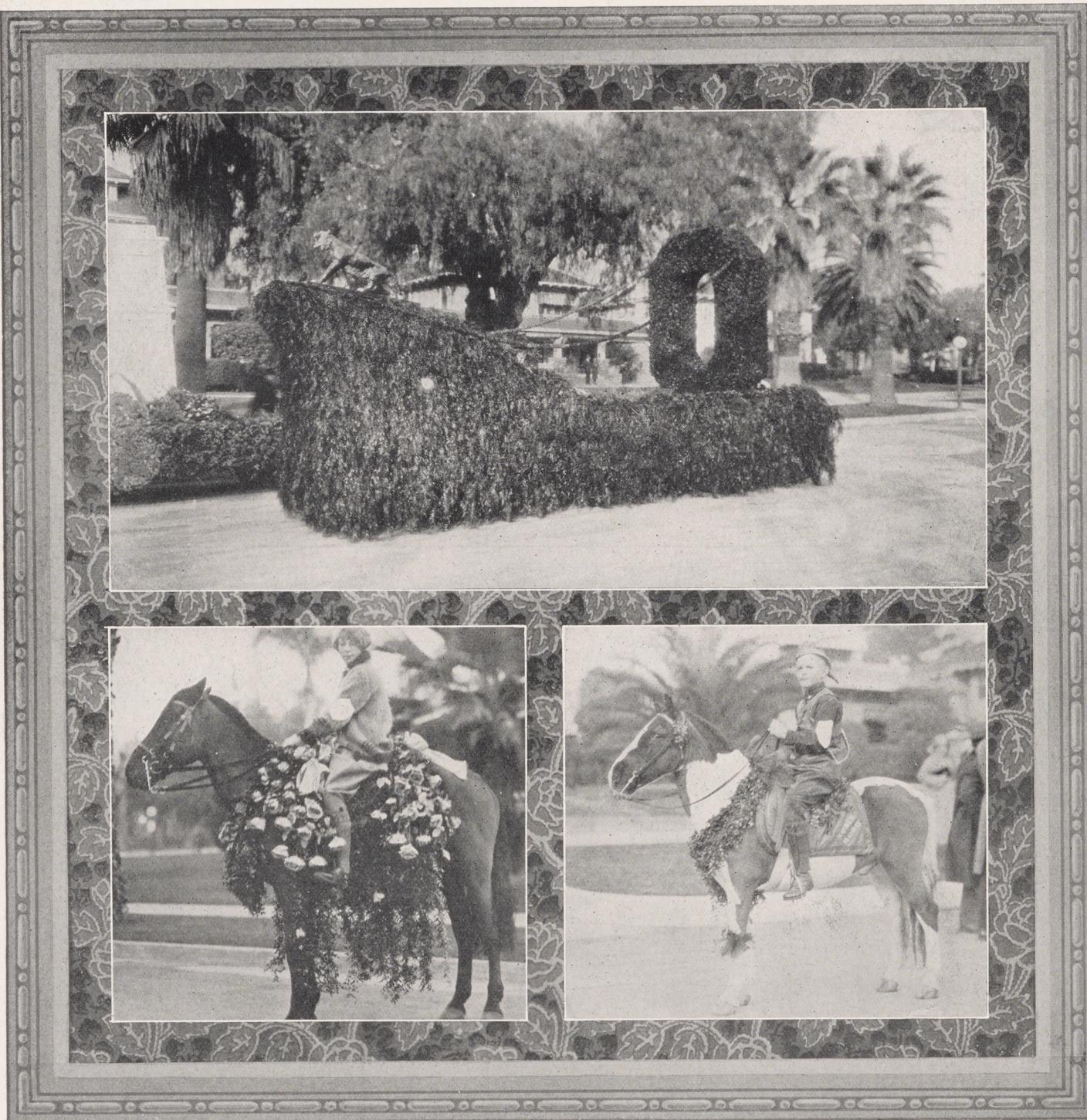
Fourteen prancing horses with arched necks accompanied the float. They were decorated with floral wreaths upon a background of greenery. Angels dazzling in white robes served as outwalkers to the float.

Glendale's civic entry took the second sweepstakes prize with its float, which was typical of the spirit of progress. Three gorgeously colored butterflies that automatically opened their dainty floral wings personified

Glendale fifty years hence as a city surpassing in size both Los Angeles and Pasadena.

The 1925 Tournament of Roses pageant was of particular national interest, due to the fact that James A. Drain, national commander of the American Legion, and John G. Price, grand exalted ruler of the Elks, were guests of honor of the Tournament of Roses Association and the city of Pasadena.

In honor of the National American Legion commander a complete division of the Tournament of Roses parade was devoted to floats entered by American Legion posts



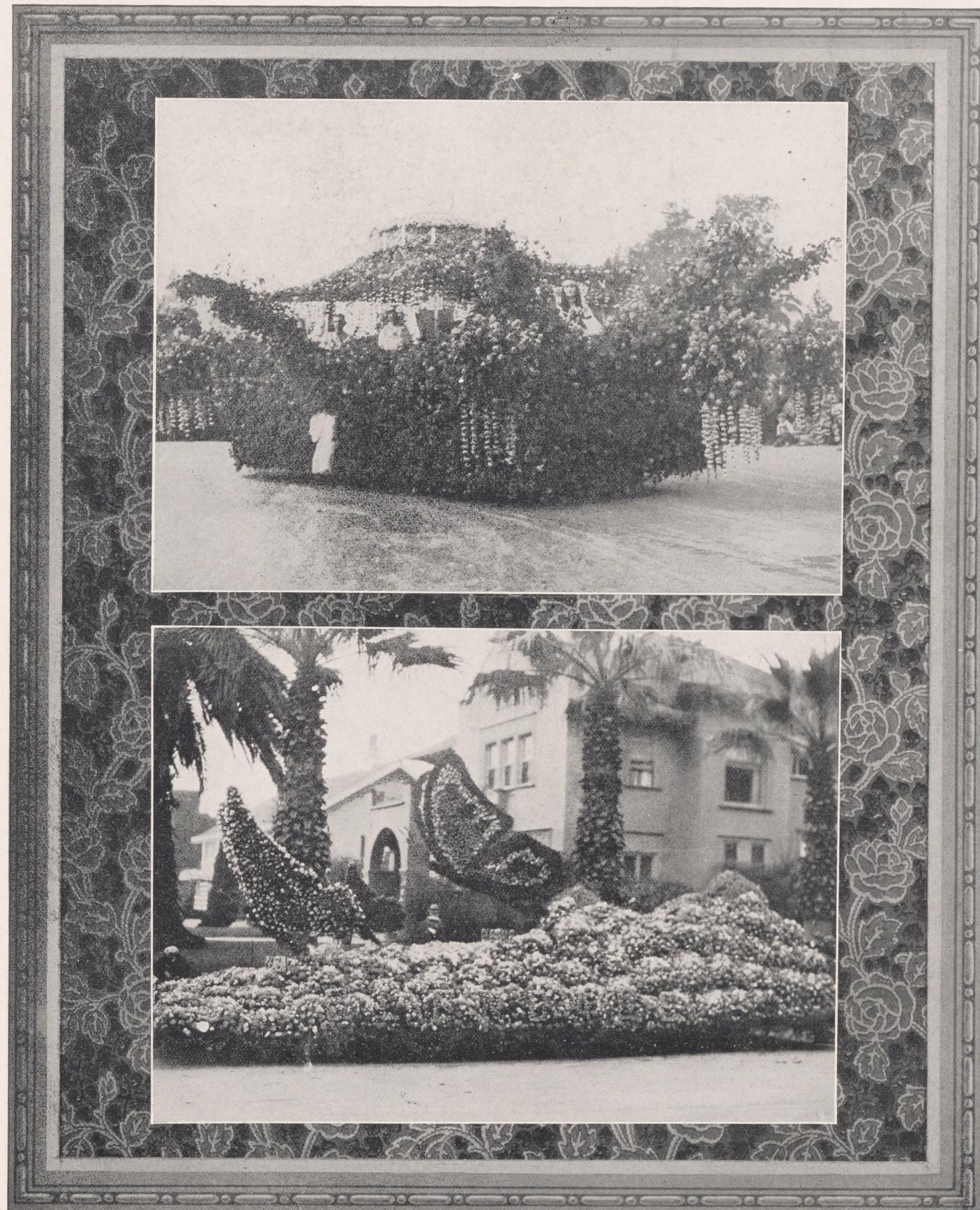
Occidental's tiger held guard over the great "O" of Occidental college on a handsome and effective float. Below is shown one of the pony entries by Yvonne Jaeger and "Robin Hood" in the person of John Guerrant mounted on his pony



Striking vehicular entry and Drum Major heading band. Center pictures show the Pasadena Chamber of Commerce and the Redondo Beach floats. Lower pictures, the Pacific Palisades entry and angel outwalkers of Angelus Temple



Prize-winning float of the Pasadena Kiwanis club, a Colonial coach with outwalkers garbed in Colonial attire. The lower picture shows the gorgeous entry of the Pasadena Rotary club exemplifying the international scope of its work



The Angelus Temple float, winner of the sweepstakes in the 1925 Tournament of Roses. The lower picture shows the magnificent Butterfly float of the City of Glendale which won first place in the civic division and took second sweepstakes award



Center picture shows South Pasadena's winning float entitled "The Legion's Jewels." Upper pictures, Santa Barbara and Hollywood Legion floats. Lower pictures, American Legion auxiliary, Spanish War veteran and California Hut No. 273

from many adjacent communities. The World War veterans had some of the finest and most unique entries that have ever been seen in a Pasadena floral pageant.

Massed colors led the American Legion division, which was loudly cheered and applauded lustily all along the route of the parade. Every branch of the service was represented. From Santa Monica came an entry exemplifying the success of the world fliers. Lieutenant Lowell Smith rode in the float, which depicted a huge airplane.

There were the sea forces, represented by a naval unit

drawing a field piece adorned with flowers, and the land forces, represented by legionnaires in full uniform. One of the outstanding floats in this division was that of Monrovia depicting the birth of the flag. The G. A. R. fife and drum corps also had a float with a characterization of Abraham Lincoln riding aboard it.

Knights of Columbus had an entry which portrayed the discovery of America. A Spanish galleon typified the boat used by Columbus which was landing on the shores of the new country and looked at in awe by real Indians.



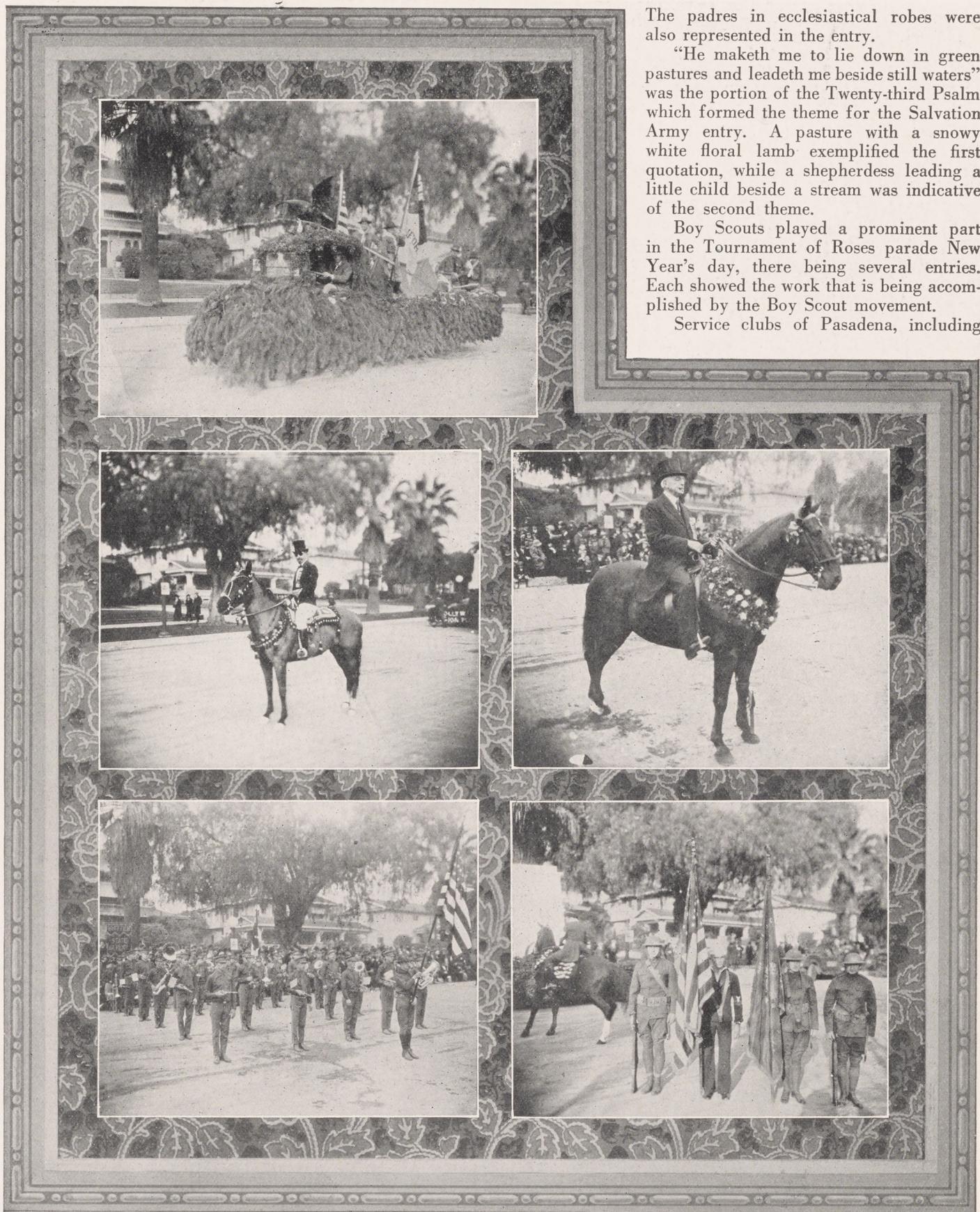
Glendale Post 127, American Legion, won the James A. Drain trophy with a float showing a floral doughboy throwing a hand grenade. Alhambra Post 139 was entitled "Where Life's Worth While." Pasadena Post 13 showed the spirit of service



Upper row, Pasadena Clearing House and Salvation Army floats. Middle row, Pomona's float, Pasadena Realty Board's "Own Your Home" entry and Boy Scouts. Lower row, Orange County's American Legion float, Naval unit entry and Scottish bagpipes



Beautiful entry of the Pasadena Motor Car Dealers at the top. The dirigible Los Angeles was done in flowers by the Los Angeles Chamber of Commerce and the Maccabees entered a float typical of the aims of their fraternal organization.



The padres in ecclesiastical robes were also represented in the entry.

"He maketh me to lie down in green pastures and leadeth me beside still waters" was the portion of the Twenty-third Psalm which formed the theme for the Salvation Army entry. A pasture with a snowy white floral lamb exemplified the first quotation, while a shepherdess leading a little child beside a stream was indicative of the second theme.

Boy Scouts played a prominent part in the Tournament of Roses parade New Year's day, there being several entries. Each showed the work that is being accomplished by the Boy Scout movement.

Service clubs of Pasadena, including

Life of Boy Scouts at Summer Training camps depicted in flowers. M. S. Pashgian, division marshal, with saddle emblazoned with solid silver Oriental trappings. B. O. Kendall, division marshal. Whittier State School band and American Legion color guard



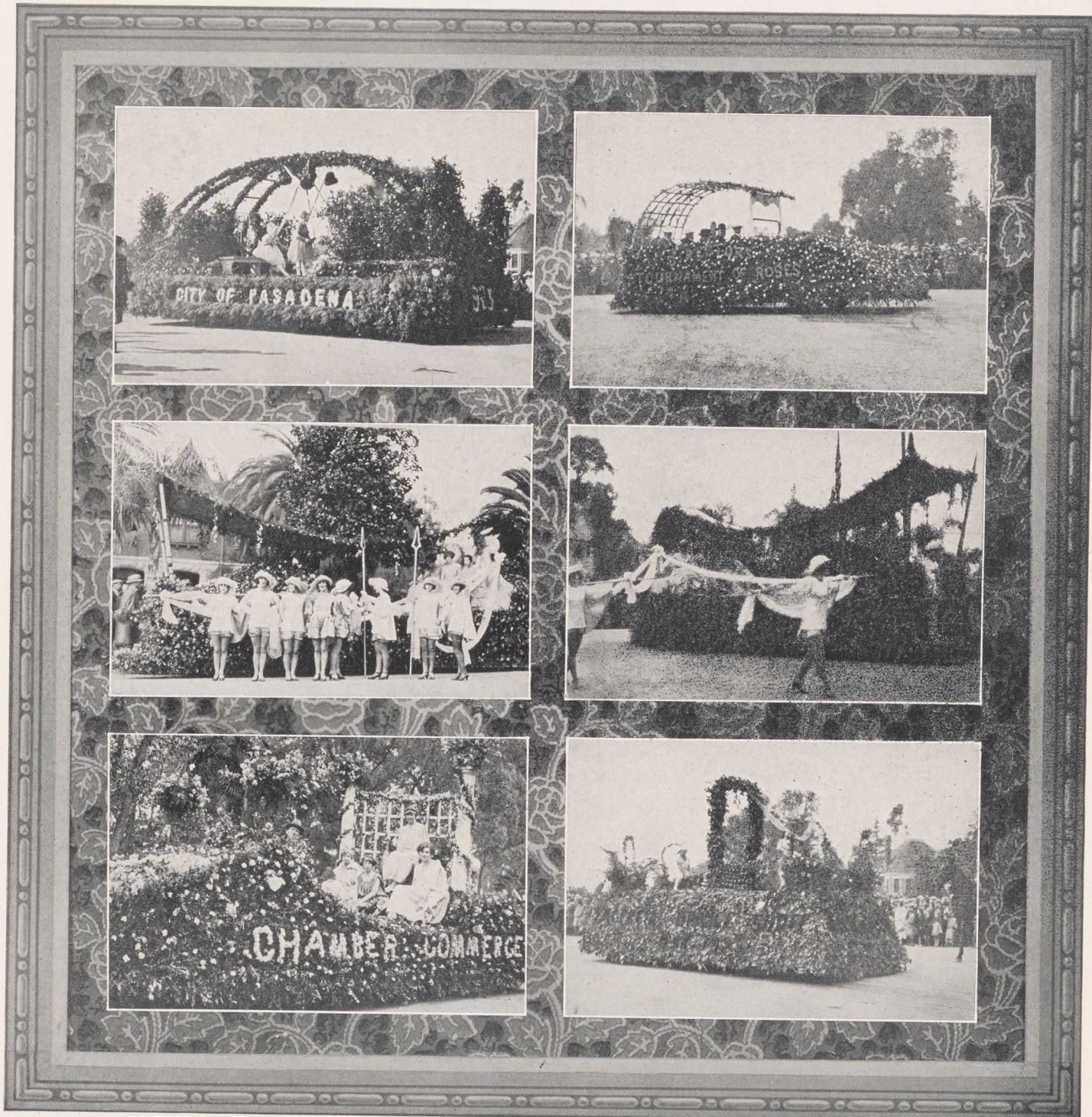
The Knights of Columbus float typified the Landing of Columbus on American shores, while Catalina Island had a wonderfully effective float showing a mammoth fish. Along the sides of the float tiny aquariums held real fish

the Optimist club, Kiwanis and Rotary clubs, Lions club and the Pasadena Realty board all had gorgeous floral entries. Many original designs were carried out by these organizations.

Martial music was a feature of the parade. Twenty-two bands played familiar airs along the route of the parade, their efforts being rewarded with prolonged applause. Among the bands that participated in the parade were the Inglewood American Legion band, Glendale bugle-and-drum corps, Pacific Electric Railway band, Pasadena Post American Legion bugle-and-drum corps,

Salvation Army, Pasadena Shrine band, Elks' band, Long Beach Municipal band, Compton chamber of commerce, Franklin high school R. O. T. C., Covina Municipal band, Jannistan Grotto highlanders, California Institute of Technology, Southern Branch of the University of California, Simons Brick company band of Mexican musicians, Pasadena high school R. O. T. C., Whittier State School band, Boy Scout drum-and-bugle corps, Spanish Institute band, Cowie Juvenile pipe band and the Huntington Park band.

One of the notable features among the musical organi-



Upper row shows the City of Pasadena and the Tournament of Roses Directors' floats. Center row shows the outwalkers accompanying the Tournament association's striking entry. Lower row, Pasadena Chamber of Commerce and Anaheim floats



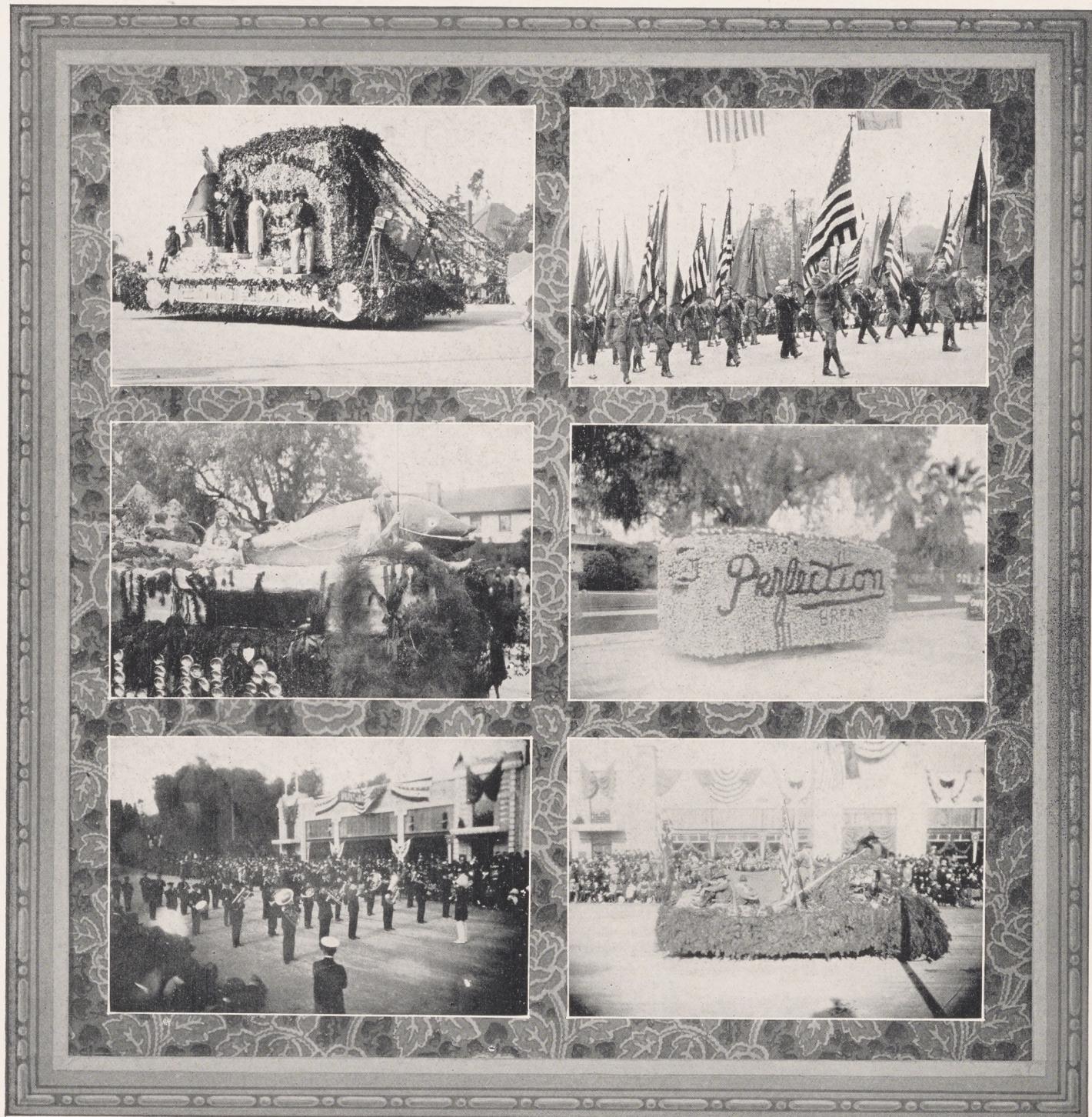
Glendale's City Councilmen rode in a striking handsomely decorated automobile. The center picture shows the Eagle Rock float and the lower picture is the entry of the fife-and-drum corps of the John F. Godfrey Post, G. A. R., of Pasadena

zations was the Glendale bugle-and-drum corps in which every member was decorated with a medal of distinguished service.

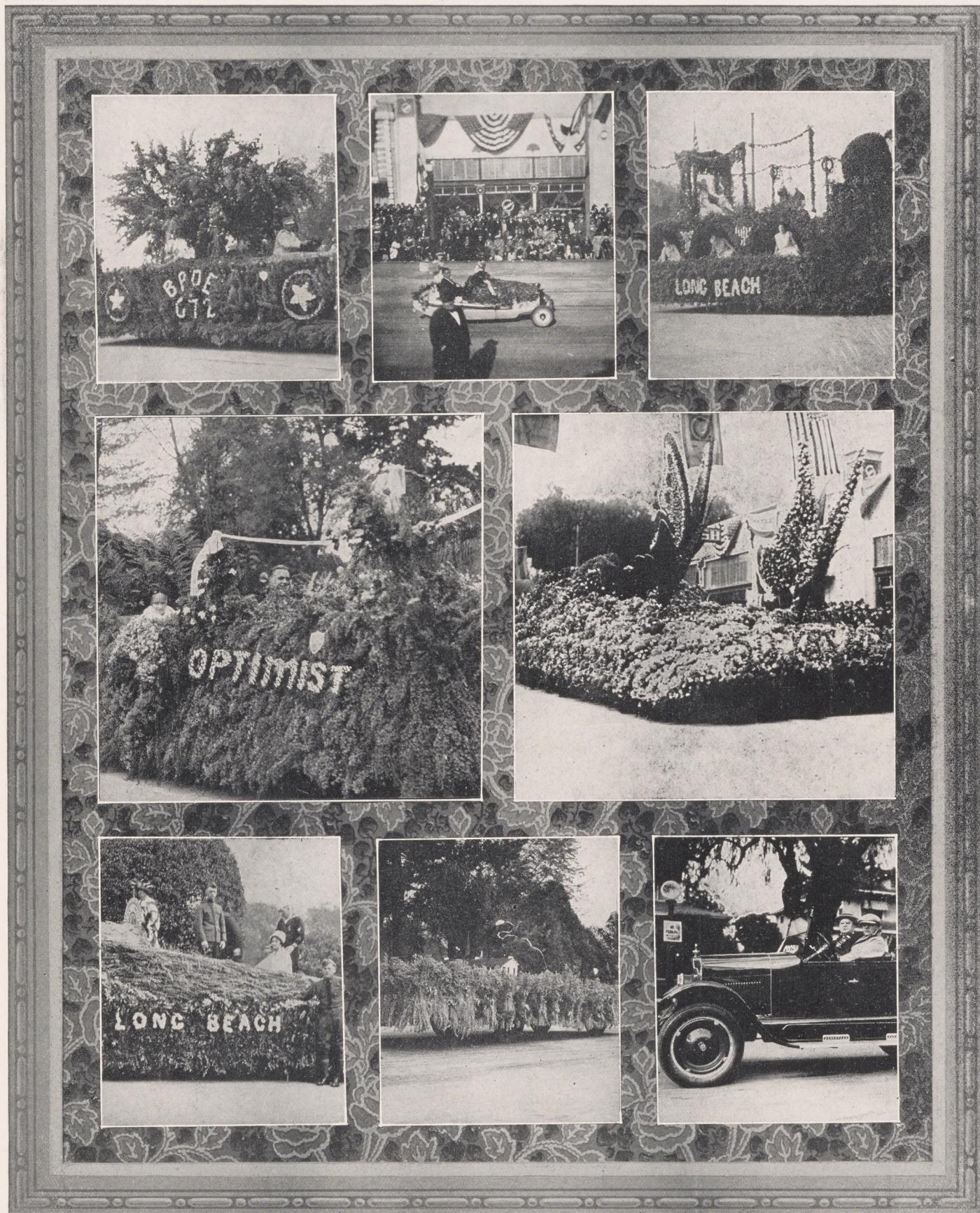
In all the history of the Tournament of Roses there has never been a New Year's day when arrangements were quite so complete and so well carried out as on this thirty-sixth anniversary of the rose pageant. The parade moved promptly on time and traffic was handled with a minimum degree of congestion. From the time that Lewis H. Turner,

grand marshal of the parade, gave the order to move there was shown a spirit of splendid co-operation on the part of all concerned.

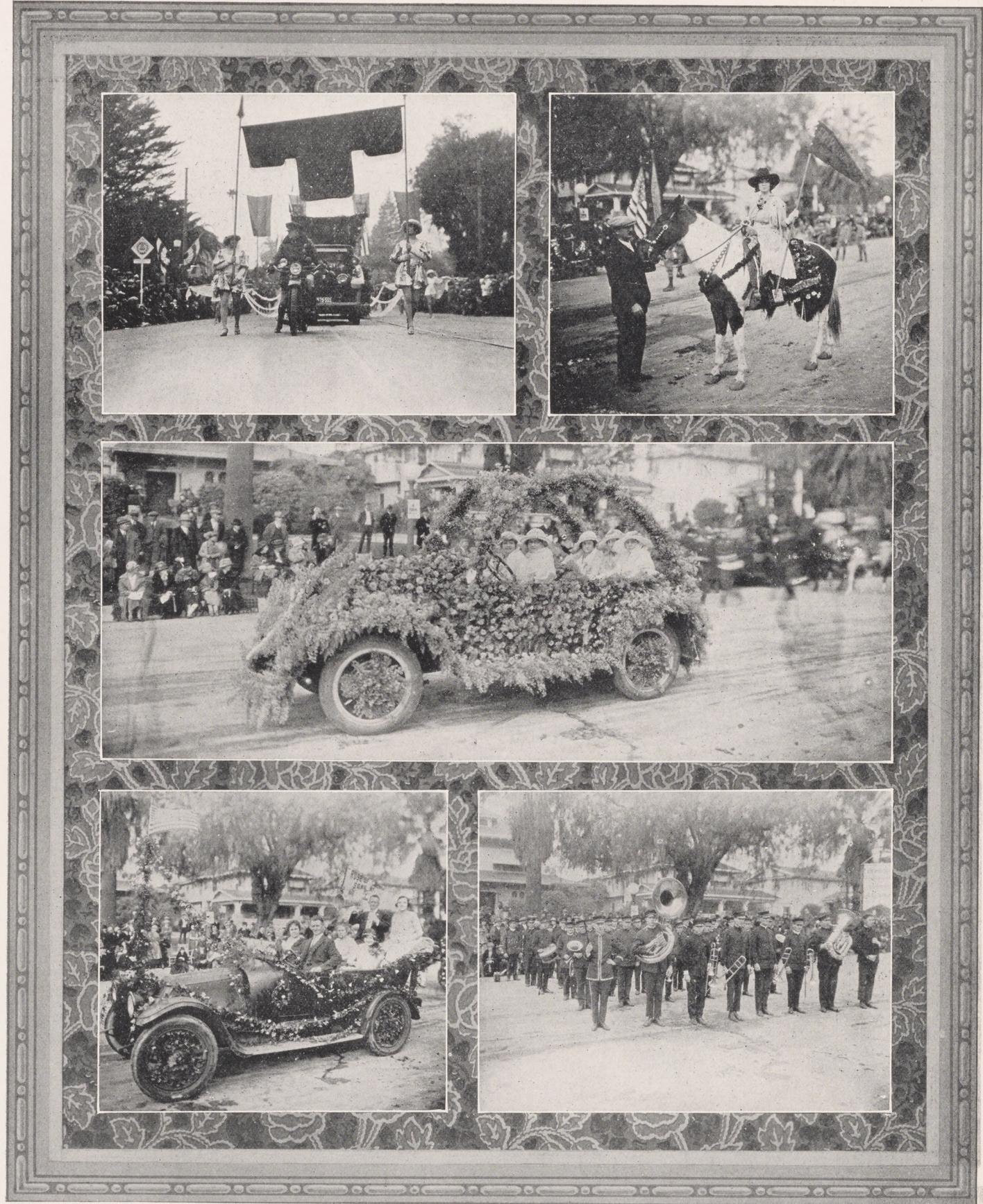
The bands swung into line with a blare of brass and the drum-and-bugle corps gave a military note to the affair that made for precision. To Harry Ticknor, chairman of the parade committee, through whose efforts the wonderful floats were assembled, and to Malcolm Fraser, the efficient secretary of the Tournament of Roses association,



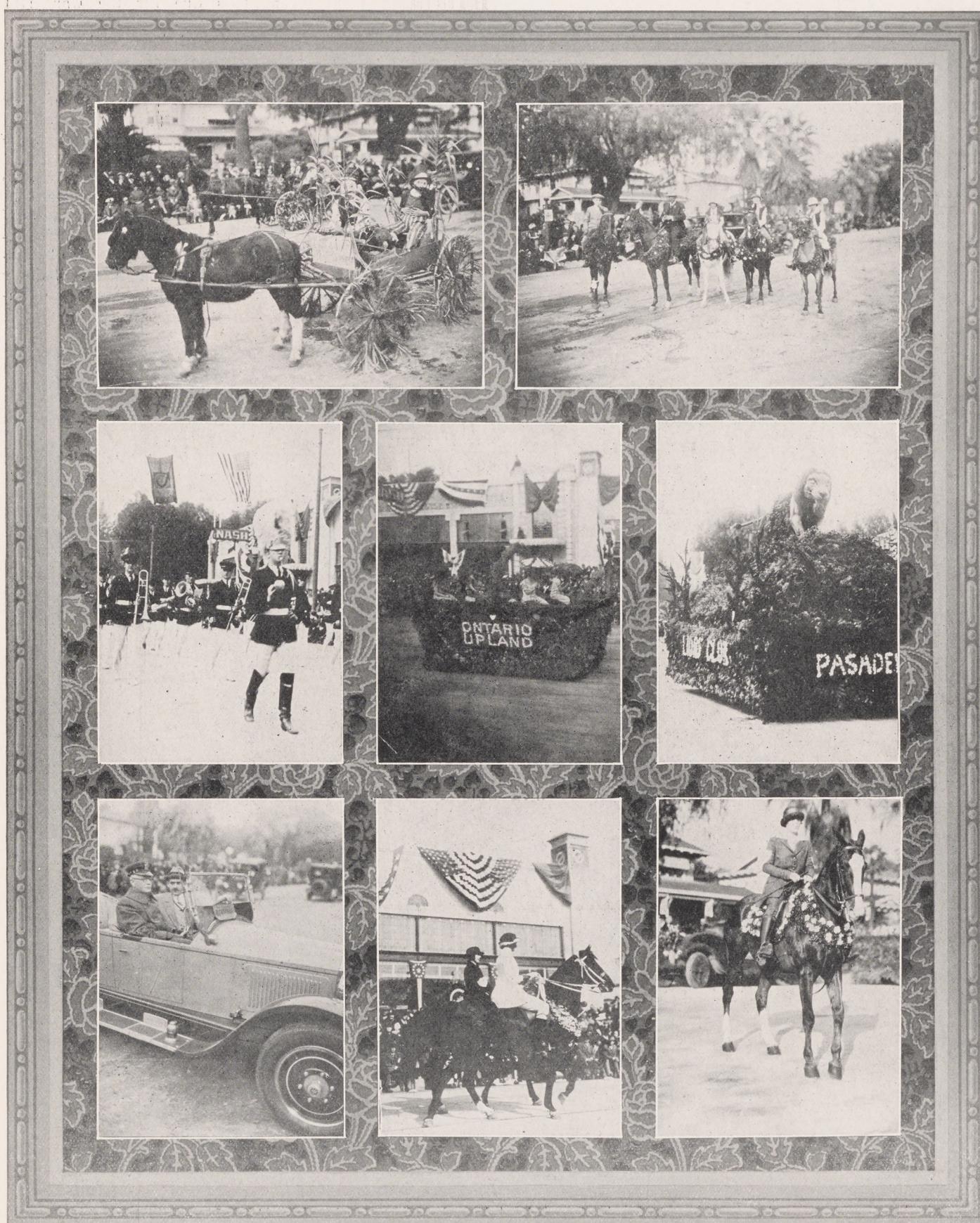
West Coast-Langley theaters Cinema float and massed colors in top row. Catalina float and the float that represented a loaf of bread in middle row. The Long Beach Municipal band and the entry of the Boy Scouts, Troop 31, in bottom row



Pasadena Elks, Baby Betty's entry and Long Beach's municipal float, top row. Pasadena Optimists club and Glendale's prize float, center row. Long Beach Legion and Flintridge's floats and Harry Ticknor, chairman of parade committee, bottom row



Standard bearers for the Tournament of Roses association entry. Frivolous Sall, a pony entry. Center picture, Young Ladies' Institute float. Will M. Glass' "Rose of America" entry, and one of the bands in the Tournament parade

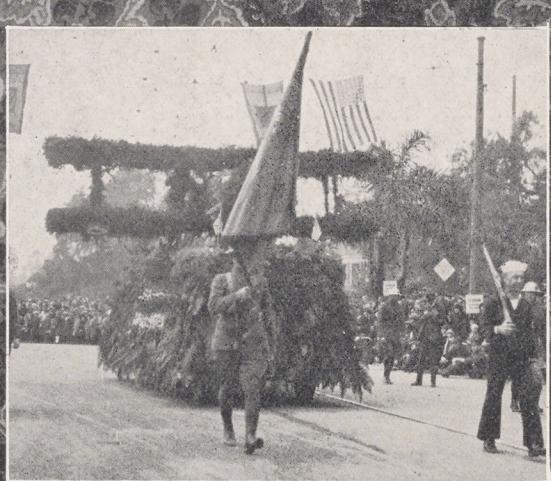
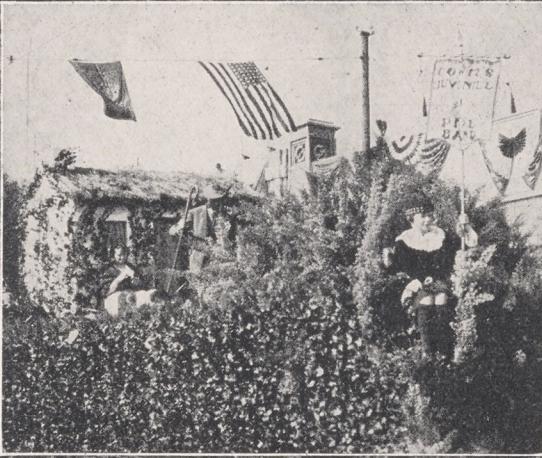
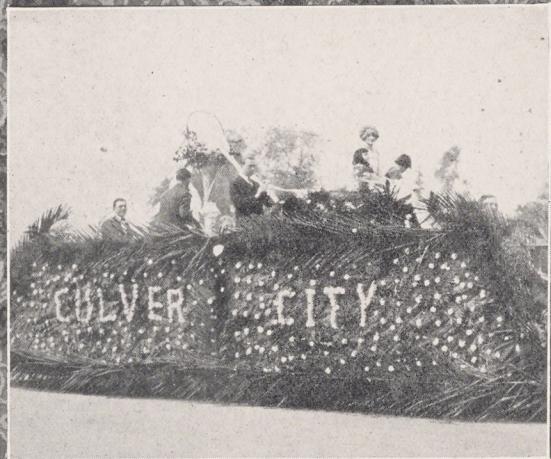


Novelty entry and Equestrians in upper row. Band, Ontario and Upland float and Pasadena Lions club float in center row. Chief of Police Charles H. Kelley and Tim O'Neill in automobile and two Equestrian division entries in lower row.

great credit is due for the wonderful showing.

Every member of the executive committee of the Tournament of Roses association worked at fever heat during the weeks preceding the festival and the result of their efforts was seen in the wonderful pageant which moved so majestically through the streets of the city.

The Pasadena Evening Post desires to express its appreciation for the use of many of the pictures in this Tournament of Roses book to the Flag Studio, to Frederick W. Martin, Pasadena Chamber of Commerce and Civic association, W. E. Corey of the Mt. Wilson hotel and George Hermann of Santa Monica.



Pasadena City Schools' gorgeous float. Center row shows Ventura and Culver City's entries, while in the bottom row the unusual float of the Daughters of Scotia is shown as well as the very striking entry from Santa Monica typifying the world fliers

# Notre Dame Defeats Stanford 27 to 10

BEFORE the largest crowd ever assembled to witness the Tournament of Roses football classic, Knute Rockne's Notre Dame champions defeated Glenn Warner's powerful Stanford team by a score of 27 to 10, in the greatest East-versus-West game ever held.

Notre Dame's triumph marks the second victory for the East over the West in the eight intercollegiate struggles that have been played in Pasadena since the first contest in 1916.

Heralded as one of the greatest football teams ever produced in the United States, Notre Dame with the aid of her famous "Four Horsemen," Stuhldreher, Layden, Crowley and Miller more than lived up to its reputation.

For the Stanford Cardinals be it said that with almost every break against them they played hard, fast football and achieved the distinction of scoring eighteen first downs to Notre Dame's seven.

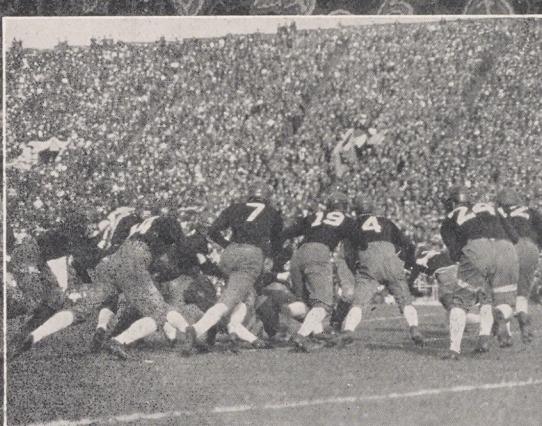
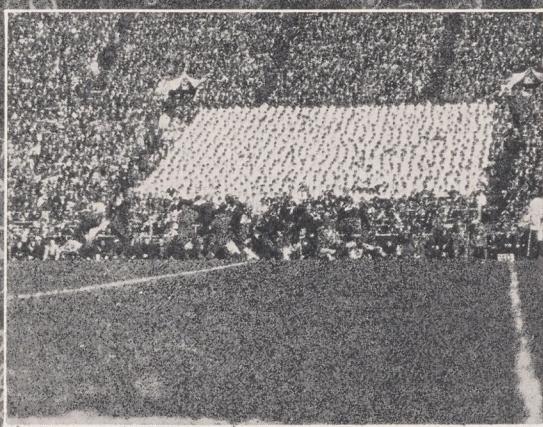
A tower of strength to the Stanford team, the famous fullback, Ernie Nevers, played the greatest game of his career, and to Jim Lawson, the Stanford captain, and his heavy line goes praise unstinted for wonderful defensive

work in keeping the famous Four Horsemen from scoring a single first down in the entire second half.

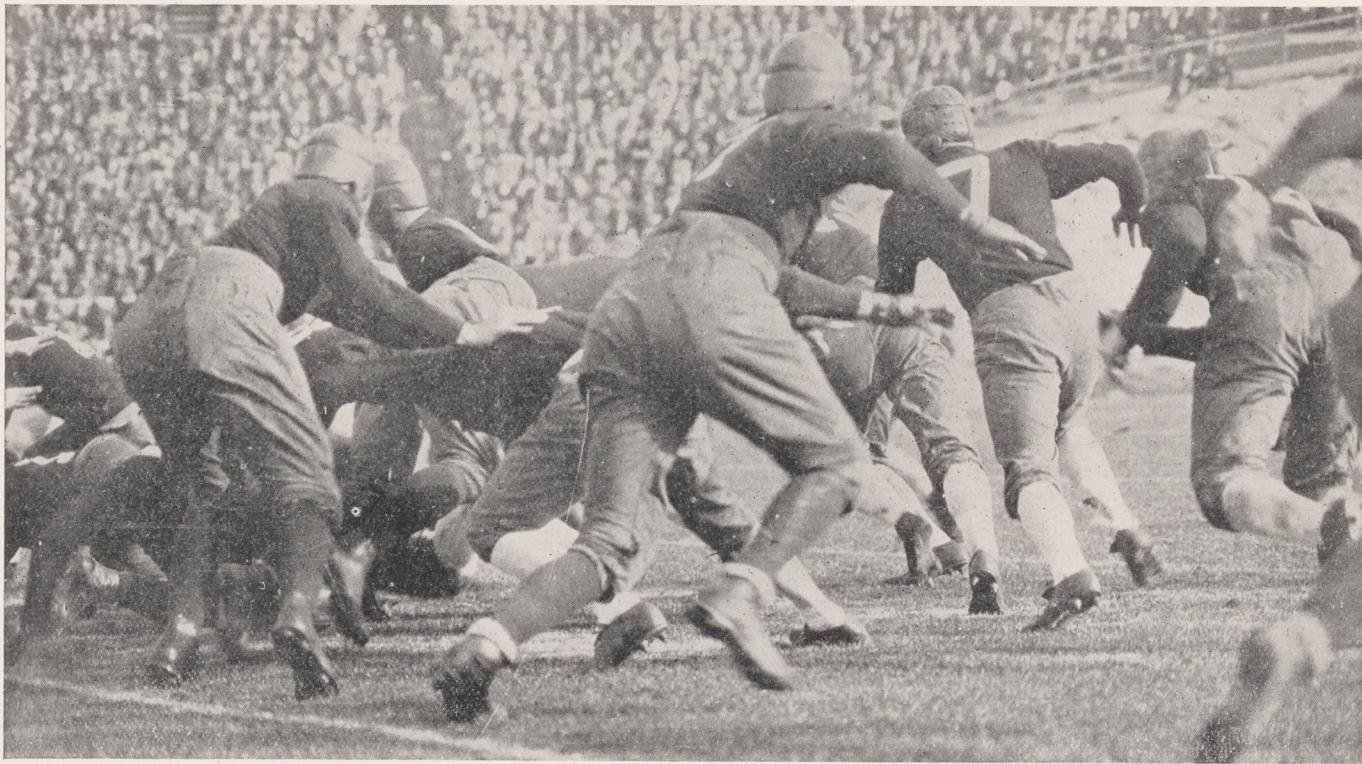
Long before the game started the immense throng of 55,000 was in its seat and "The Star-Spangled Banner" played by the Elks' band at the raising of the flag, was an inspiring opening for the great classic. Making a splendid showing, the Stanford band, in its red-and-white uniforms, paraded before the bleachers prior to the start of the game.

To the Easterners and all those who had never witnessed a Stanford-California battle the bleacher stunts of the Cardinals were a distinct revelation. One thousand Stanford rooters clad in white shirts with red-and-white cards in hand executed flawless patterns with extreme skill. As the half ended the onlookers noticed a beautiful red rose appear on a pure-white background. The rose was in full bloom and the green leaves and stem that supported it were a direct tribute to the makers of Pasadena's great day, the Tournament of Roses Association.

Immediately following the rose the Stanford rooters spelled out in red and white, "HOWDY Notre Dame 1924-



Three pictures which show the Notre Dame and Stanford teams in action during the progress of the greatest East-West gridiron contest ever held in the Tournament of Roses stadium. The upper left-hand picture shows the Stanford rooting section



One of the spectacular moments in the Notre Dame-Stanford football game at the Pasadena Tournament of Roses Stadium

1925." Then followed the spelling of the word "STANFORD," the colors being reversed from a white S on a red background to a red T on a white background, etc.

Booming across the field the famous Stanford Skyrocket yell thrilled the onlookers and induced return yells from the small but vociferous Notre Dame rooting section. It was a truly colorful spectacle between the best team in the East and the best in the West.

As is his custom, wiley Knute Rockne started his second team, but after less than five minutes of play with the Stanford red shirts forcing them back to their own twenty-yard line, and after Stanford barely missed a field goal from the 46-yard line, the team was replaced by the first string men, and the famous "Four Horsemen" went in. On the first play one of the "Horsemen" fumbled and Stanford recovered. Not gaining through the line Cuddeback of Stanford dropped back and sent a beautiful place kick directly between the goal posts for the first score of the game.

Then the "Four Horsemen" began to ride and on beautiful end runs and well executed passes carried the ball down the field into Stanford territory and the quarter ended with Stanford leading 3 to 0. Shortly after the second period opened Notre Dame scored its first touchdown but failed to convert. Score at the end of the half, Notre Dame 13, Stanford 3.

The third period registered a touchdown for each team, Stanford on straight football and Notre Dame scoring on a fumble punt which Solomon, Stanford back, misjudged. Layden's punting for Notre Dame was one of the features of the game. On two different occasions his kicks measured more than sixty yards. At the close of the third quarter the score read, Notre Dame 20, Stanford 10.

The fourth quarter was marked by a heart-breaking Stanford drive to Notre Dame's one-yard line, where the Fighting Irish stiffened and held the redoubtable Nevers from gaining.

With less than a minute to play again the Cardinals drove down the field only to have Layden for the second time intercept a forward pass and run the length of the field for a touchdown. So ended the most spectacular East-West football game in tournament history, with Notre Dame winning. Score, 27 to 10.

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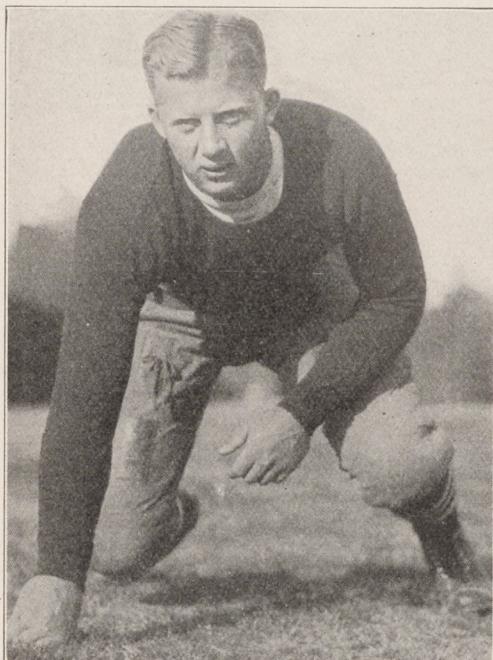
ENAMELS  
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EXCLUSIVE NOVELTIES FASHIONED FROM OLD EMBROIDERIES AND MOROCCO

# Stanford vs. Notre Dame



"POP" WARNER  
Stanford Coach



"JIM" LAWSON  
Stanford Captain

## West vs. East in the Past

1916—Washington State....	14	Brown .....	0
1917—Oregon University..	14	Pennsylvania .....	0
1918—Marines .....	19	Camp Lewis.....	7
1919—Marines .....	0	Great Lakes .....	17
1920—Oregon .....	6	Harvard .....	7
1921—California .....	28	Ohio State .....	0
1922—California .....	0	W. & J. ....	0
1923—U. S. C.....	14	Penn. State .....	3
1924—Washington .....	14	Navy .....	14



KNUTE ROCKNE  
Notre Dame Coach

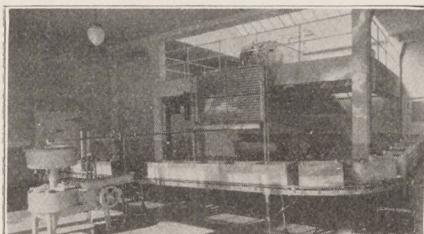
## History of East-West Football

TO the late A. J. Bertonneau, former member of the board of directors of the Tournament of Roses Association, is due the credit for suggesting the holding of the East vs. West football contests. Interest in the chariot races, which had formed the main feature of the afternoon of sports, had waned. Mr. Bertonneau suggested a post-season football contest between the best team in the East and the outstanding team in the West. The 1925 contest marked the tenth consecutive year of football as a major sport for the Tournament of Roses.

Not taking today's game into consideration, the West has won four times, the East being victorious only once, when Harvard defeated Oregon by one point. Two tie games have been played, in 1922 and 1924.



ADAM WALSH  
Notre Dame Captain



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Grade A Raw Milk and Cream

Distributors of Arden Certified Milk

**Crown City Dairy Co.**

Colorado at Stevenson

F. O. 2234



**PELTON MOTOR COMPANY**

WILLIAM A. WEGGE, Manager

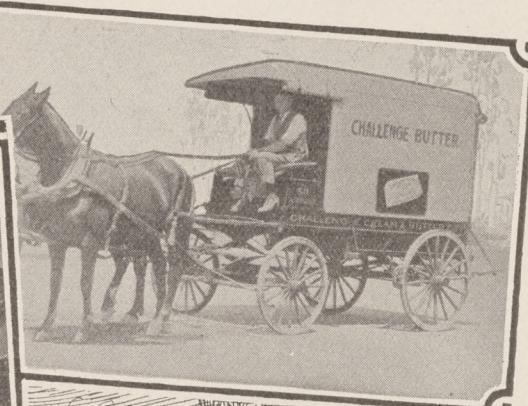
254 WEST COLORADO STREET  
PASADENA



## "Challenge" Superiority Accounts for Its Supremacy

In a dozen years to grow from three employees and a one-horse rig to the largest butter-making association of its kind in the United States is the remarkable attainment of the Challenge Cream and Butter Association of Los Angeles and San Diego—a record unparalleled in the dairy industry of America—a record that speaks volumes for the product and the service rendered by this association of California co-operative creameries.

*A dozen years ago this single, horse-drawn vehicle easily made all the deliveries of this Association. The photo below shows a few of the many "Challenge" trucks which each morning deliver over 60,000 pounds of Butter, besides cheese and eggs to the grocers of Los Angeles and vicinity.*



*One of the special Egg Trucks which brings more than 5,000 dozens of eggs daily to the Los Angeles house from the Association's large Poultry Ranches.*



*Above is shown one of the numerous refrigerated trucks which daily transport sweet cream and butter from the Association's big creameries to the distributing plant in Los Angeles.*

*Dealer contact and service is stimulated by a fleet of ever ready salesmen's cars, one of which is shown at the right.*



*It is a fact*

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LANGLEY  
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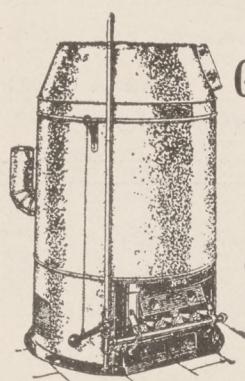


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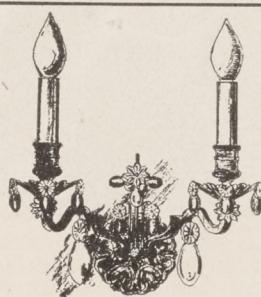
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Enclosed find \$1.00 for which please send me one bottle of NOK-KA-TAR, a Fiedler Nasal Cup, and booklet entitled, "Keep a Clear Head"; my money to be returned on demand.

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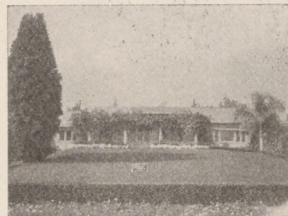
*You will find one in every town in Southern California. The largest circuit producing artistic amusement for the public, wishes the Pasadena Tournament of Roses every success.*

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# ALTADENA

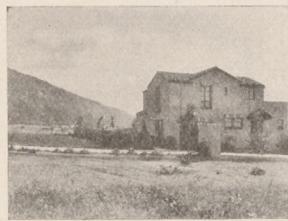
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"Christmas Tree Avenue" is in Altadena

## ALTADENA

**N**ESTLING amidst the foothills just north of Pasadena is a wonderful community known as Altadena, from where one views the San Gabriel Valley from Pasadena to the sea.

Here surely nature has been most lavish in her gifts and aided by the finest architects and landscape gardeners a community of wondrous beauty has resulted.

Mingling with the more stately mansions are comfortable, homey bungalows with gardens of roses and green shrubbery.

Truly Altadena is the homeseker's paradise.

Following are listed the names and addresses of real estate firms specializing in Altadena property:

### DAVIS-BAKER CO.

79 N. Raymond, Pasadena F. O. 2150

### J. A. ELMS

H. T. PHILLIPS

Foothill and Santa Anita, Altadena, F.O. 7949

### B. O. KENDALL COMPANY

67 N. Raymond, Pasadena F. O. 4080

### DUNDORE REALTY CO.

675 Mariposa, Altadena F. O. 2945

### FRANK MELINE CO.

26 N. Euclid, Pasadena F. O. 6260

### THE HOGAN CO.

379 E. Colorado, Pasadena F. O. 63

### BLANKENHORN REALTY CO.

210 E. Colorado, Pasadena

Altadena Office 1032 Altadena Dr.  
Terrace 9768



B. O. Kendall Company



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The Hogan Co.

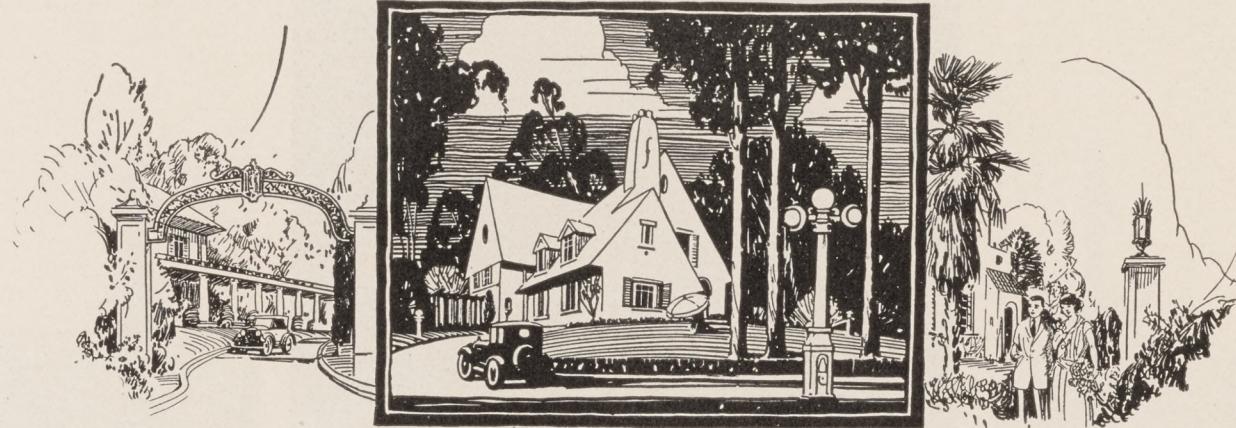


Davis-Baker Co.



**Siebrecht's House of Flowers—Pasadena.**

# ALHAMBRA



## Where Every Home has a Garden

LOOK to his garden if you would find the things that make a man worthy to be your friend. For friendship, the most precious of human possessions, is an intangible gossamer of interwoven ideals, and ideals, so often smothered by the limitations of a material world, find their truest expression in the garden.

Alhambra, the city of beautiful trees, is a friendly city, with the character of its citizens indelibly portrayed to the discerning observer in street after street of beautiful lawns and well kept gardens, a city without a slum, with a maximum of beauty to be found in the general average of its gardens. If you value friends, it is a city in which to live and enjoy to the fullest the pleasure of friendship.

Not only in private grounds has the spirit of gardening made itself felt in Alhambra.

Today its mileage of paving, concrete sidewalks, gutters and curbs is probably greater than that of any city of its size in Southern California. Its tree shaded streets and its public parkings are matters of civic pride.

Public gardening and the beautification of public grounds is easily accomplished where there is a common desire and where all the people themselves, being gardeners in their own homes, respect the flowers and plants set out by public organizations.

The strength of the City of Alhambra lies in its homes. Over 90 per cent of the houses in Alhambra are owned by the people who live in them.

Alhambra's future is solidly built upon the rock of a home-owning and home-loving populace. Come and share it with us.

These are facts that lie at the very foundations of its unprecedented growth and its progress in matters of community welfare.



Population: 1920.....9,096      1924.....26,000  
Building Permits: 1920, \$1,176,660; 1923, \$7,250,000

Address the Chamber of Commerce, Alhambra, California



#### In Los Angeles

Third and Vermont  
Jefferson and Hoover  
Western and Browning  
Santa Barbara and Main  
Vermont and 43rd Pl.  
Figueria and 54th  
Vermont and Exposition Blvd.  
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Harvard and 16th  
Moneta and 43d Pl.  
Alameda and Washington  
Vermont Ave. and Vermont Pl.  
Alameda and Macy  
St. Louis and East 1st St.  
Crocker and 8th  
Towne and 6th  
Crocker and 4th  
Third and Traction  
Main and Llewellyn  
No. Broadway and Bernard  
Hill and 11th  
Figueria and 30th  
Western and 51st  
Pico and 3rd Ave.  
Hollywood and Winona  
Washington and Gramercy  
Santa Fe and 26th  
Santa Barbara and Normandie  
Adams and 25th Pl.  
San Fernando Rd. and Dayton

#### In Wilmington

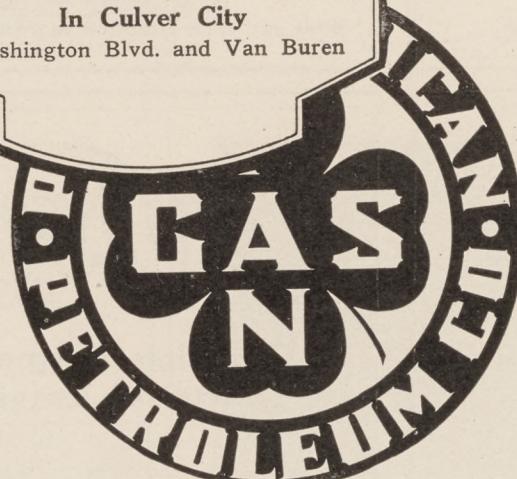
Wilmington Blvd. and B St.  
Canal and B Sts.

#### In San Pedro

Pacific and 14th Sts.  
Pacific and 5th Sts.  
Palo Verdes and 7th Sts.

#### In Culver City

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New PAN-GAS stations will be opened to the public from time to time. From these stations there will be sold to motorists motor fuel and lubricants that are always efficient—always uniform and always pure.

# PAN-GAS

# Schools and Colleges

**O**FFERING the very highest type of educational instruction, with private schools, seminaries, business colleges and other institutions of learning ranking with the best in the country, Pasadena, because of its exceptional climate and environment allowing almost continuous outdoor life, is particularly fortunate in its appeal in this respect.

Students of rare ability are naturally attracted here and the personnel of the teaching staffs is correspondingly high. Every course of study to fit the young man and woman for a successful future is to be had. This is especially true in the private schools where unusual demands are made upon the instructors.

In the California Institute of Technology every effort is made to bring students to a degree of perfection that will result in the creation of research men to fill the places of the illustrious men at the institution who are now enriching the world of science through their knowledge.

Young men intent upon a business career, young women seeking the uplifting influences of a finishing school, men

and women anxious to fit themselves for their life work, can find institutions in Pasadena, both public and private, where they may secure not only the essentials of education but advanced work under the most competent instructors.

Here amidst an atmosphere that is vibrant with the very finest that is obtainable in life, young men and women gather together from the four corners of the world to increase their knowledge for a rich, full life in the future.

Appealing in its beauty, the community itself lends much to the educational possibilities. For research work that may be required in the institutions of higher education every facility is available and to the lover of nature there is every opportunity to study, for here are hundreds of interesting specimens.

In addition to the educational facilities offered by these private schools, there is a delightful social aspect. The students are as of one family and life-long friendships are formed while the young people are furthering their learning.

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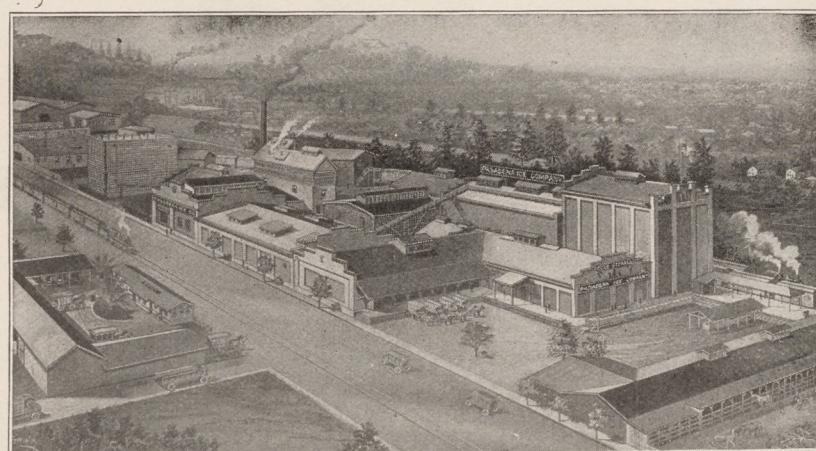
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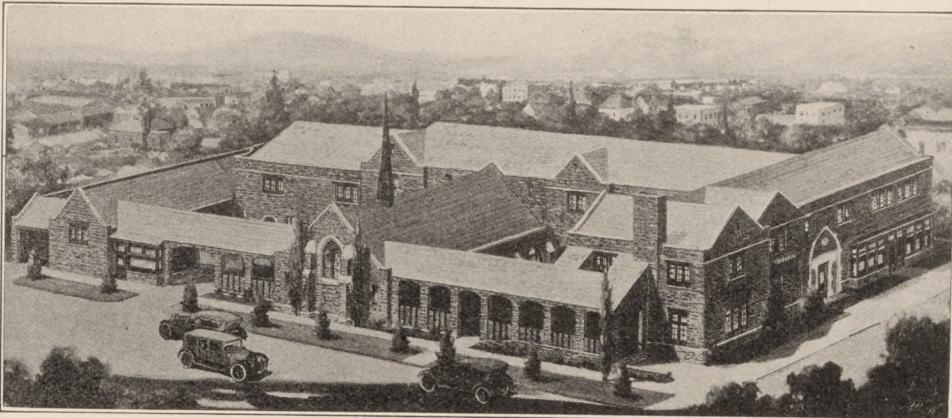


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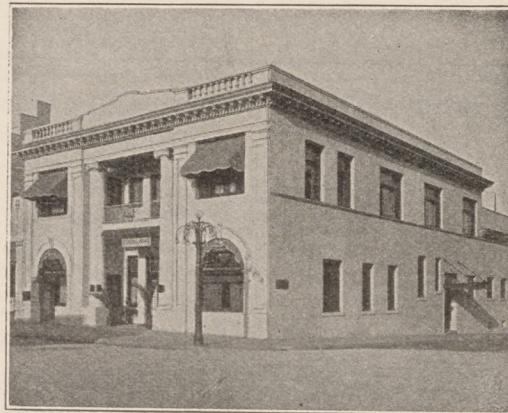
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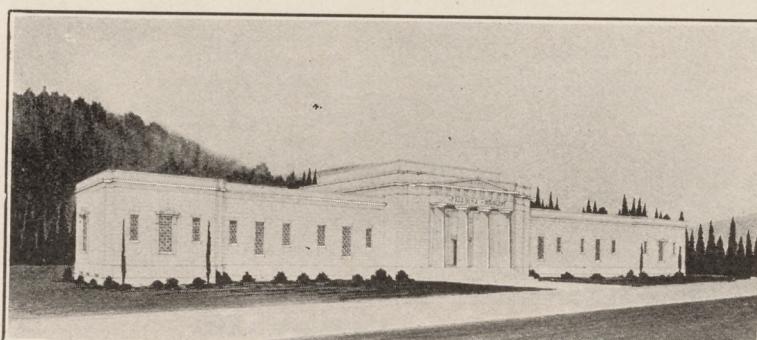
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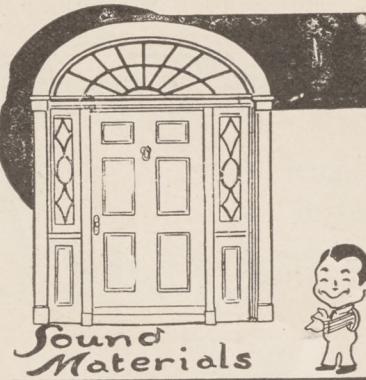
186 East Union Street

Phone Colorado 62

PASADENA, CAL.

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President and Superintendent

G. W. McKESSON  
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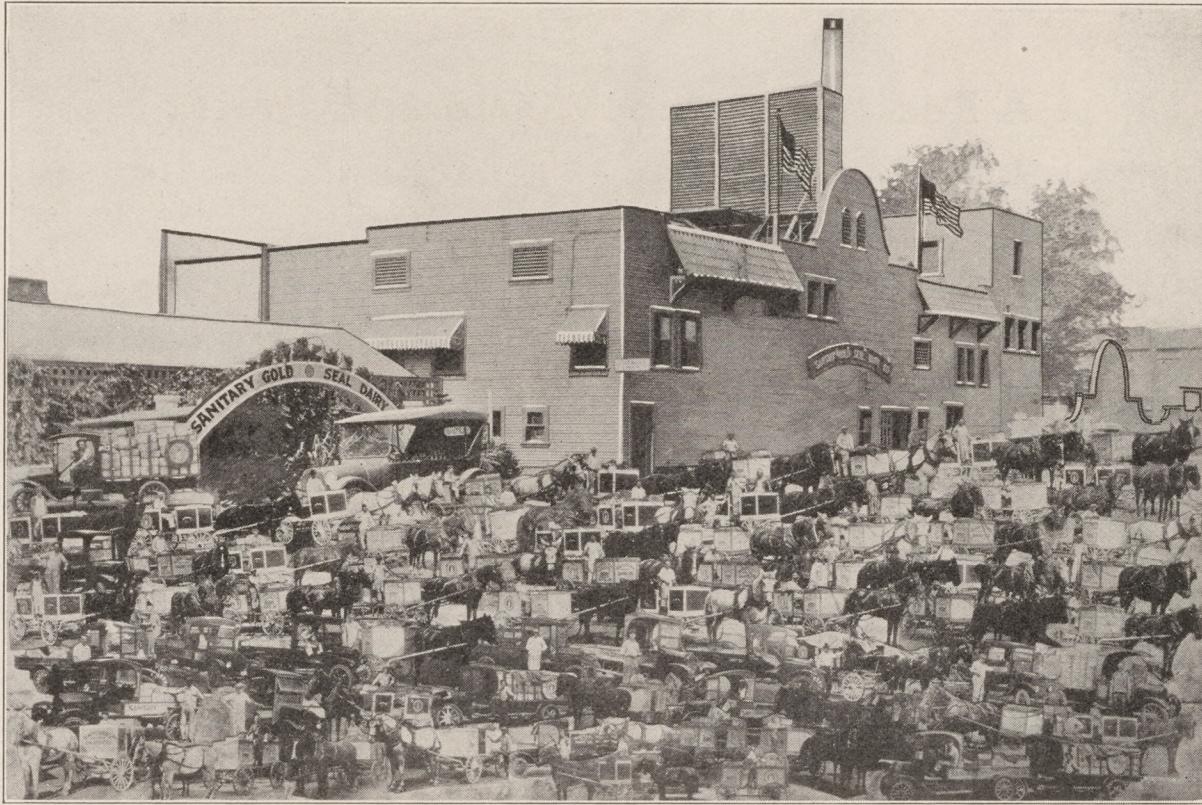
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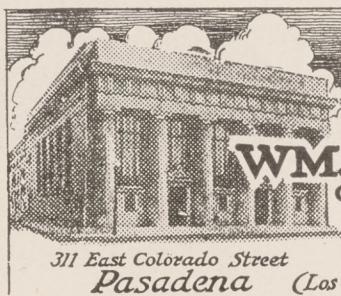
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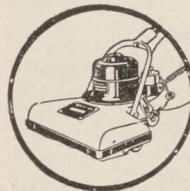
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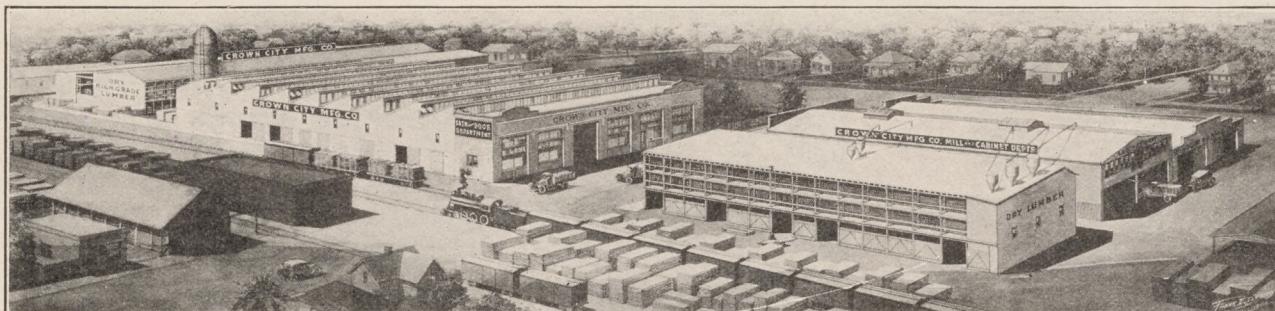
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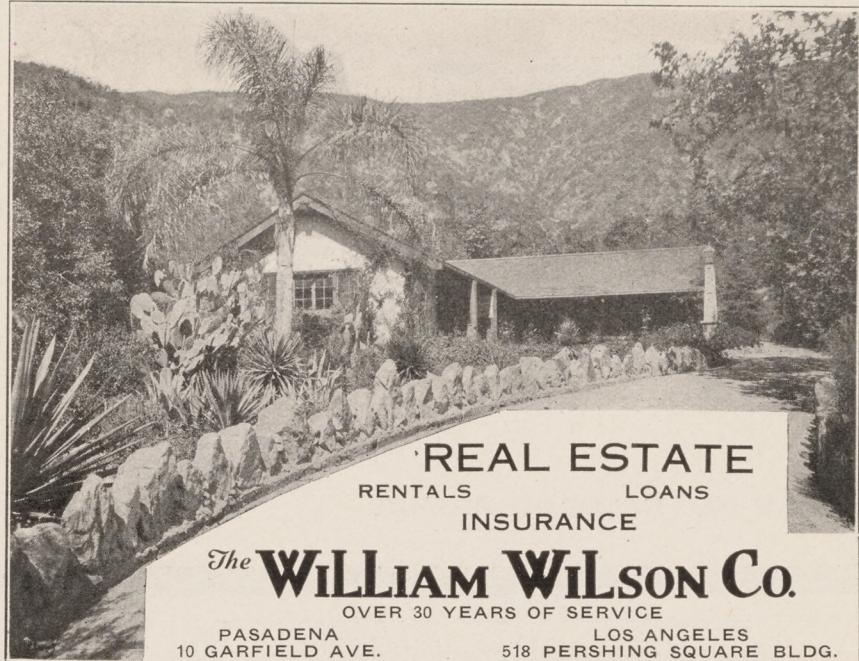


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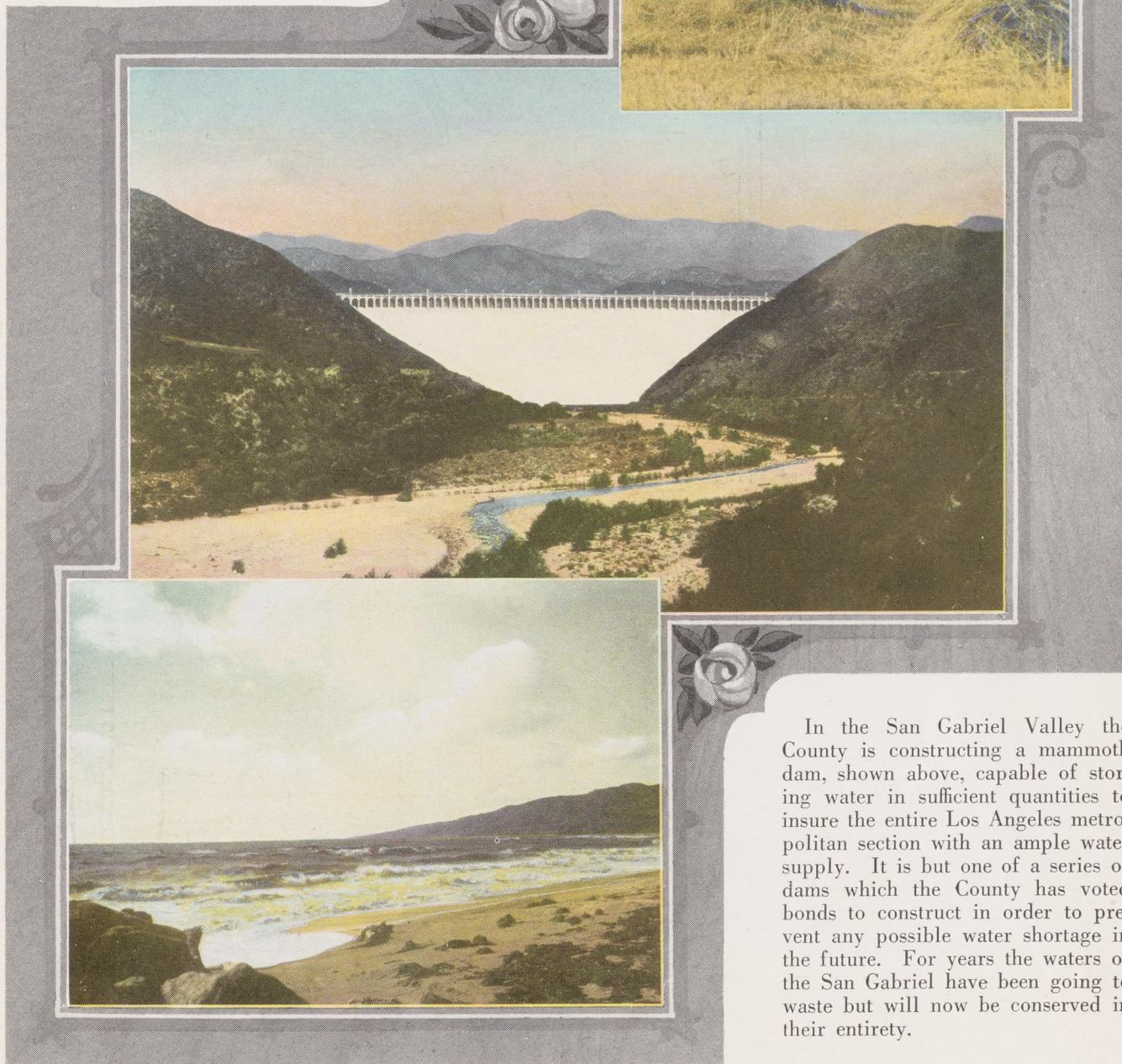
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## *Los Angeles County*

LOS ANGELES COUNTY, marvelous in its growth and its agricultural and industrial development, outstanding in its allurement to the visitor and the home-seeker, possessing a climate without an equal in the world, with farms, orchards and citrus groves which return a handsome revenue to the owners, stretches from the mountains to the sea, with thriving cities and towns, great boulevards reaching in every direction and valleys of wondrous fertility and beauty.

The number of acres of land assessed in Los Angeles County for the year 1923 was 1,213,743, with a total value of \$881,022,995. The value of the improvements on real estate was placed at \$442,598.060 and the value of personal property at \$331,330,995. The grand total of all property was fixed at \$1,992,068,094.



In the San Gabriel Valley the County is constructing a mammoth dam, shown above, capable of storing water in sufficient quantities to insure the entire Los Angeles metropolitan section with an ample water supply. It is but one of a series of dams which the County has voted bonds to construct in order to prevent any possible water shortage in the future. For years the waters of the San Gabriel have been going to waste but will now be conserved in their entirety.

# New Home of PASADENA FURNITURE COMPANY

*East Colorado at Oakland*



*For  
Better Homes*

ERECTED for, and dedicated to better service in furnishing homes, this eight-story building stands as a convincing evidence of success in serving all Southern California. Here the best in home-furnishings may be had at prices made lower by economical management and a comparatively inexpensive yet easily accessible Pasadena location.

All are invited to inspect the beautiful displays of new furniture housed by this magnificent structure, one of the finest on the Pacific Coast devoted exclusively to the home-furnishing business.

**Pasadena**  
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